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1941

DEC 1940

# the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

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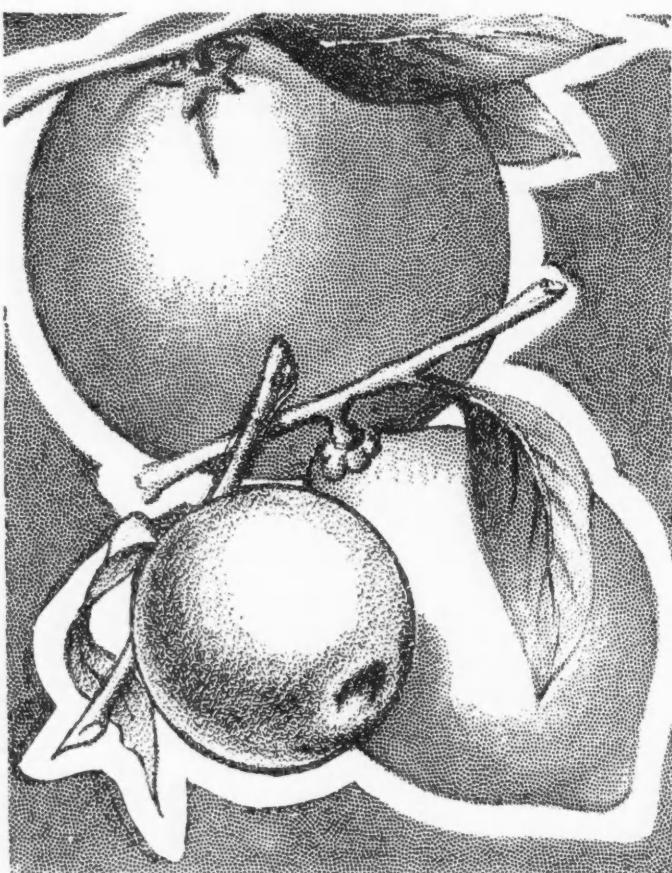
**A. H. WIRZ, INC.**  
CHESTER, PA.

EXPORT DIVISION—751 Drexel Building  
Philadelphia, Pa.

NEW YORK, N. Y., 30 E. 42nd Street • CHICAGO, ILL., 80 E. Jackson Boulevard

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**S and G De Pasquale**



**GOLD ANCHOR BRAND**  
**LEMON, ORANGE AND BERGAMOT**

**S**BSOLUTELY ideal climatic conditions for the growth of choice citrus fruits means—Sicily, the garden isle.

And genius and experience in the hand-pressing method of citrus oil production means—S and G De Pasquale.

Applying the Ungerer formula for quality (choice raw materials plus expert ability), and in this case, you get Gold Anchor Citrus Oils. If you want to anchor to stability and quality, specify Gold Anchor Brand Orange . . . Lemon . . . Bergamot.

*Premium Quality Bergamot 40/42%  
—of especial value to perfumers!*

Exclusive American Distributors

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13-15 WEST 20th ST., NEW YORK



*This label is your guarantee*

mysore GOVERNMENT  
  
SANDALWOOD OIL

Distilled at Linden, New Jersey, U. S. A., by

**W. J. BUSH & CO.**  
(INCORPORATED)

from selected Mysore heartwood [Santalum Album *Linné*]

NET WEIGHT 25 POUNDS

Genuine Mysore Sandalwood Oil distilled from selected Mysore heartwood is recognized as the standard of quality by leading Perfumers the world over.

The delightful effect imparted by genuine Mysore oil cannot be satisfactorily duplicated by *natural or synthetic material* from any source.

(In original sealed and serially numbered containers only.)

Sole Agent for the United States  
W. J. BUSH & CO., Inc., New York

Sole Agents for Canada  
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**W. J. BUSH & CO.**  
INCORPORATED

Essential Oils . . Aromatic Chemicals . . Natural Floral Products

NEW YORK, N. Y.

London

- Mitcham

- Messina

- Grasse

# George Lueders & Co.

427-429 Washington St., New York • factory: Brooklyn . . . branches: Chicago, San Francisco, Montreal, Mexico City

## Greetings...

to our friends in this hemisphere, and a sincere thank you for all favors extended to us during 1940.

And to our many friends in Europe and the Far East, may we say our sympathies go out to you during these days of distress and sorrow.

With millions of others we join in the fervent hope that peace and tranquillity may be resumed in the New Year.

GEORGE LUEDERS & CO.



ESTABLISHED 1885

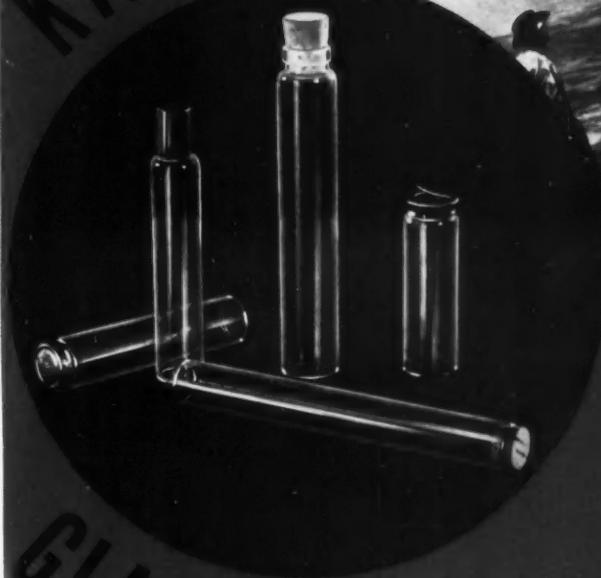
*Sole Agents for*  
**CAMILLI, ALBERT & LALOUE**  
**GRASSE, FRANCE**

*Manufacturers of the famous*  
**MAXIMAROMES**  
*The World's Finest Natural Flower Essences*

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DISPLAYS  
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GLASS VIALS



- ✓ MINIATURE "SHOW WINDOWS" FOR FASTER SALES
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For a new version of your old package  
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KIMBLE GLASS COMPANY --- VINELAND, N. J.

NEW YORK - CHICAGO - PHILADELPHIA - BOSTON - INDIANAPOLIS

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## NOEL...

To our customers in this country we offer our sincere thanks and appreciation for the generous patronage accorded our products, and we extend to our many friends best good wishes for a happy and successful New Year.

To our foreign suppliers and friends overseas, who have been drawn into the maelstrom of the war, we extend our deepest sympathy and we send them a message of hope—hope for a just and lasting peace and international good will.

**NAUGATUCK AROMATICS**  
DIVISION OF UNITED STATES RUBBER COMPANY  
12 EAST 22nd STREET • NEW YORK, N. Y.

440 W. WASHINGTON STREET, CHICAGO, ILL.



H. M. ROYAL, Inc., 4814 LOMA VISTA, LOS ANGELES, CALIF.

# COLLAPSIBLE TUBES



WHITE METAL MANUFACTURING CO.

Chicago Office  
Charles A. Rindell, Inc.  
64 West Randolph St.

HOBOKEN, NEW JERSEY

Detroit Office  
R. M. Stevenson  
506 Donovan Bldg.

TEAMWORK IN



VAN AMERINGEN

# INDUSTRY TOO



Dependable cooperation and teamwork is just as vital a factor in business. Our field is perfuming — a field in which we are competent — but, in addition to perfuming, our technical staff is trained to understand your manufacturing problems and to help you solve those problems where perfuming is a factor.

new

BERGAMOT

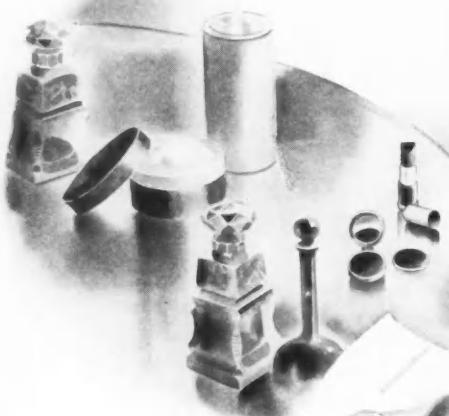
artificial

A timely development recently completed by our chemical laboratories which can be used as a complement to or a complete substitution for the finest natural Bergamot Oil. Its price exceeds that of most synthetic bergamot now offered, but, in our opinion it surpasses all others in its quality, strength and fidelity to its finest natural prototype. We feel that you will agree with this opinion upon examination of a sample of NEW BERGAMOT ARTIFICIAL. (\$3.40 per pound, quantity and contract prices on request.)

HAEBLER, INC.

315 FOURTH AVE. NEW YORK CITY

# Your Judgment Day



**Y**our Judgment Day comes, not once in an Eternity, but every day—in my lady's boudoir. Through her discriminating use, your cosmetics and toiletries will be judged. They will not be found lacking in flattering color, seductive fragrance, enhancing formula, or smart packaging, if you have them manufactured by Allied.

LIPSTICKS API • ROUGE SUPREME • FACE POWDER API • MASCARA API • EYE SHADOW API  
**OTHER ALLIED SPECIALTIES:** TALCUM POWDERS • DUSTING POWDERS • FACE POWDERS  
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HAIR AND SCALP PREPARATIONS

**ALLIED PRODUCTS, Inc. • 30 ROCKEFELLER PLAZA, N. Y. C.**  
MAKERS OF THE WORLD'S FINEST COSMETICS AND TOILETRIES • PRIVATE BRANDS EXCLUSIVELY  
PLANT AND LABORATORIES: SUFFERN, NEW YORK

## A CHRISTMAS WISH

HERE could be no more timely wish, nor one promising greater consequences of good, or fraught with greater obstacles to its fulfillment, than that peace on earth and good will among men may soon again dominate the hearts and minds of all nations and all people. To cherish the hope that beneath grave outward appearances there may be some omnipotent force guiding our destinies toward this eventual end, may be just another of the mental comforts we Americans are still permitted to enjoy. But when we recall an Infant Son born to this world nineteen hundred and forty years ago, and realize that out of His Being there grew a force for good far beyond all powers of human comprehension, then such hope seems not entirely vain. And while there remains a Christmas to be celebrated and even one nation to observe its occurrence, we can truly feel that peace on earth and good will among men may yet survive.

FRITZSCHE BROTHERS, Inc.



# FOR STRIKING ODOR-EFFECTS



FOR STRIKING ODOR-EFFECTS

## RED ROSE

This is a specialty of universal application. It is used extensively by perfumers as a raw material for blending; also straight to impart a true red rose effect in high grade creams, cosmetics, etc.

## MAY BLOSSOM

This vastly improved product imparts the true, irresistible fragrance of lily of the valley. It may be used alone as a perfume for creams, lotions or other cosmetics, or with simple blending as a muguet base for finished perfumes.



FOR STRIKING ODOR-EFFECTS



LIKE harmonies of tone which depend for their quality upon fine instruments, perfectly tuned and sensitively played, odor harmonies depend upon carefully selected, first quality materials, judiciously blended. The four basic blending materials described briefly on these pages will enable the perfumer to create odor harmonies that will reflect their quality in increasing sales. Testing samples upon request.

# TRY THESE BASIC MATERIALS



## **FOR STRIKING ODOR-EFFECTS**

# LINDEN BLOSSOM

This useful base is an improved version of the linden (or tilleul). Resembles also the odor of lily of the valley. It is highly fragrant and imparts sweetness, persistence and roundness to many floral compositions.



**FOR STRIKING ODOR-EFFECTS**

# FRITZSCHE BROTHERS, Inc.

**PORT AUTHORITY COMMERCE BLDG., 76 NINTH AVENUE, NEW YORK, N. Y.**

**BRANCH STOCKS**  
BOSTON CHICAGO LOS ANGELES ST. LOUIS TORONTO, CANADA MEXICO, D. F.  
FACTORIES AT CLIFTON, N. J. AND SEILLANS (VAR) FRANCE





Making cinnamon quills from the stripped bark.

Native apparatus for cinnamon leaf distillation, Ceylon.

## O I L   o f   C I N N A M O N

**B**EHIND our present dominant position as producers and suppliers of Cinnamon Oil lies one of the brightest chapters in our history. For years our factories and research laboratories have collaborated in their study. Protracted experimentation with basic raw materials from various producing sources; extensive field investigations in the principal countries of origin; perfection of methods, equipment and processes . . . all these have enabled us to provide Cinnamon Oils of unsurpassed purity and beauty at no premium above prevailing prices.

As a user of Cinnamon Oil, you will find our product contributes appreciably to the quality and salability of your goods. Why not let us submit a sample for your careful and unbiased comparison?

## FRITZSCHE BROTHERS, Inc.

PORT AUTHORITY COMMERCE BLDG., 76 NINTH AVENUE, NEW YORK, N. Y.

### BRANCH OFFICES:

ATLANTA, GA.	COLUMBUS, O.	CINCINNATI, O.	CLEVELAND, O.
1602 William-Oliver Bldg.	21 East State Street	2306 Carew Tower	1406 Standard Building
PHILADELPHIA, PA.		SAN FRANCISCO, CAL.	
12 South 12th Street		729 Rialto Bldg.	

### BRANCH OFFICES and STOCKS:

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206 State Street	118 West Ohio Street	916 West 8th Street	300 South 4th Street
FRITZSCHE BROTHERS OF CANADA, LTD.		PRODUCTOS FRITZSCHE BROTHERS, S. A.	
77-79 Jarvis Street, TORONTO, CANADA		Mesones 24, MEXICO, D.F.	

FACTORIES AT CLIFTON, N.J., and SEILLANS (VAR) FRANCE

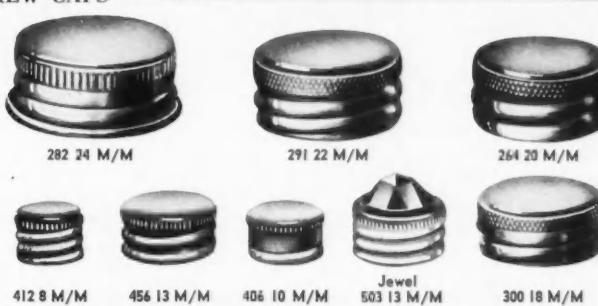
#### SLIP CAPS



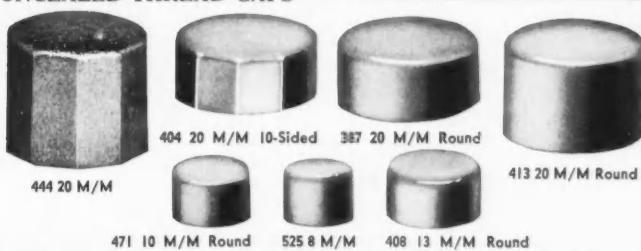
#### TALCUM CAPS—Plain & Knurled



#### SCREW CAPS



#### CONCEALED THREAD CAPS



#### MISCELLANEOUS



#### CUSTOM DESIGNS IN STAMPED AND DRAWN METAL SPECIALTIES

B-G Caps for Perfumes, Talcum, Tooth Powder, Bath Salts, Lotions, Salt & Pepper Shakers, etc. . . . Sifter Top Caps, Slip Caps (Round, Square, Oval, Slotted).

## Improve

THE APPEARANCE OF YOUR PACKAGE with an attractive serviceable stock or specially designed



For perfumes, talcum and tooth powder, bath salts, lotions, etc. Furnished in a variety of designs in fancy metal—plain brass—aluminum—brass nickel plated—nickel silver—stainless steel . . . Enamaled caps, all colors. Our "Negative Finish" resists acids, alkalies and alcohol.

*Samples and prices on request.*

## BRASS GOODS

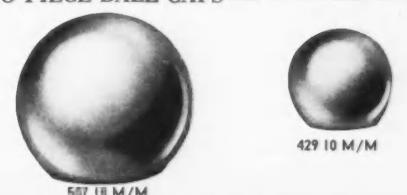
### MANUFACTURING CO.

345 ELDERT STREET

BROOKLYN, N. Y.

Phone: Foxcroft 9-3900

#### TWO PIECE BALL CAPS



#### PULL-UP TOOTH POWDER TOPS





# Foamone

*the perfect "bubble bath" base*

---

Foaming bath preparations are not a temporary fad, but have become a definite Toilet necessity. There are hundreds of chemicals producing a fairly satisfactory "Bubble Bath". Experimentation extending over eighteen months have proven that a really perfect Bubble Bath can be made with

## FOAMONE

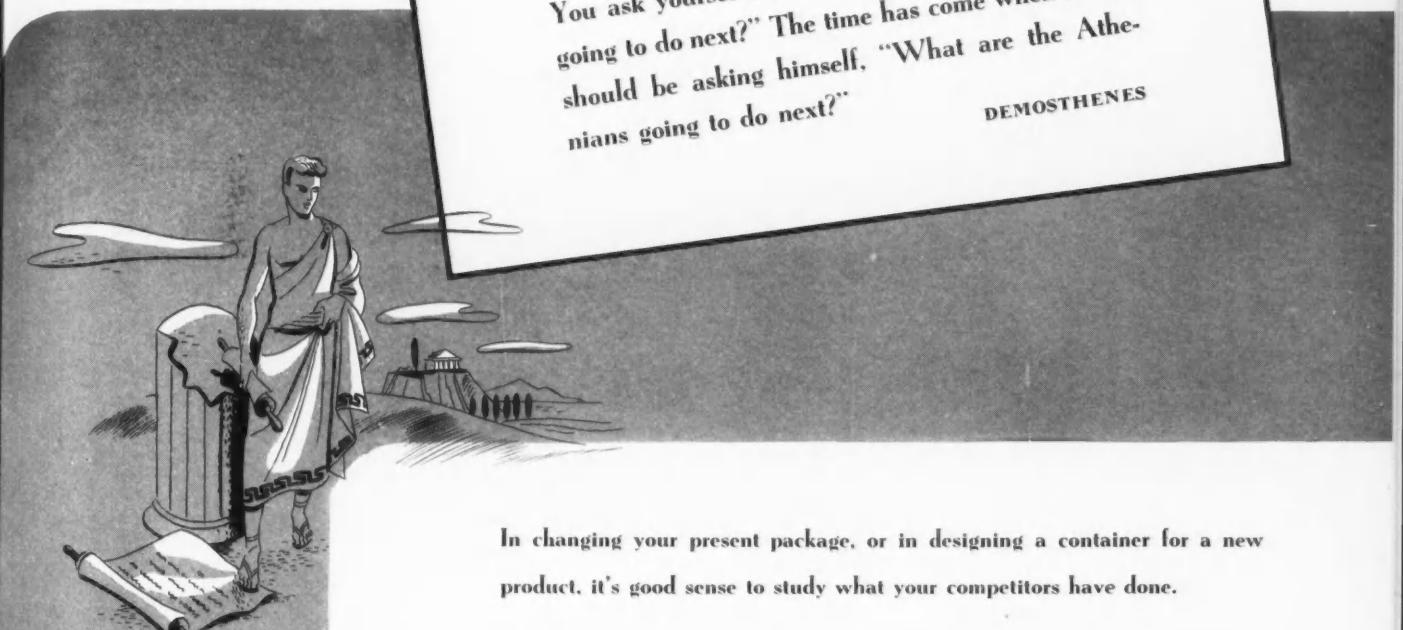
Permit us to mail you samples and manufacturing information.

**Norda**

### ESSENTIAL OIL AND CHEMICAL COMPANY, INCORPORATED

NEW YORK OFFICE: 601 WEST 26th STREET  
CHICAGO: 325 W. HURON STREET  
ST. PAUL: 253 E. 4th STREET  
LOS ANGELES: 2800 E. 11th STREET  
CANADA: 119 ADELAIDE STREET, W. TORONTO

---



You ask yourselves, "What is Philip of Macedon going to do next?" The time has come when Philip should be asking himself, "What are the Athenians going to do next?"

DEMOSTHENES

In changing your present package, or in designing a container for a new product, it's good sense to study what your competitors have done.

Are they paying your package the same compliment? Or are both your competitors and your customers passing your product by because of an archaic design?

The answer to this problem lies in consulting designers who specialize in anticipating the market. Our design engineers, for instance, are in close touch with the latest package trends. They will be glad to plan a glass package for your product, whether it be a food, drug, cosmetic or household specialty, that will stamp it as a leader in any competition.

Our "3-point" service will make any design—yours or ours—a reality, by manufacturing your package so that it will be (1) Beautiful, (2) Practicable and (3) Economical.



Point "2" of "3-point" service is well illustrated in these practicable bottles manufactured for Abbott Laboratories. Neither (1) Beauty nor (3) Economy is overlooked, however. These bottles were produced by us from the packager's design.

Carr-Lowrey Glass Co.

Factory and Main Office: BALTIMORE, MD.

New York Office: 500 Fifth Avenue • Chicago Office: 1502 Merchandise Mart



# Styled TO SELL SMART WOMEN

SEND FOR SAMPLES of these smart, modern, stock designs in crystal clear Maryland Flint—all fashioned to stimulate sales of such distinctly feminine products as perfumes and toilet waters, creams and lotions, tonics and shampoos, polishes and polish removers.

MARYLAND GLASS CORPORATION, BALTIMORE, MD. . . . New York: 270 Broadway . . . Chicago: Berman Bros., 1501 S. Laflin St., . . . St. Louis: Carl Floto, 908 Clark Ave. . . . Memphis: S. Walter Scott, 435 S. Front St. . . . Kansas City, Mo.: Aller Todd, 1224 Union Ave. . . . San Francisco: Owens-Illinois Pacific Coast Company.

CHOOSE CRYSTAL CLEAR

*Maryland Flint*  
BOTTLES & JARS



FROM LEFT TO RIGHT

**SQUAT JAR:** Available in  $\frac{1}{4}$ ,  $\frac{1}{2}$ , 1, 2, 3, 4, 8 and 16 oz. Blue double shell caps furnished if desired.

**MAJESTIC OVAL:** Available in  $\frac{1}{4}$ ,  $\frac{1}{2}$ , 1, 2, 4, 6, 8, 16 and 32 oz. Black Bakelite caps furnished if desired. Also sprinkler top in  $\frac{1}{2}$ , 1, 2, 4, 6, 8, 16 and 32 oz.

**TOILET OVAL:** Available in  $\frac{1}{2}$ , 1, 2, 3, 4, 6 and 8 oz. Black Bakelite caps furnished if desired.

**FRENCH SQUARE:** Available in  $\frac{1}{4}$ ,  $\frac{1}{2}$ , 1, 2, 4, 6, 8, 10 and 16 oz. Black double shell caps furnished if desired.

# Christmas

We extend the Season's

Greetings and wish

you a most Prosperous

and Happy New Year

Ch. Goldschmidt

C O R P O R A T I O N

MODERN  
EMULSIFIERS  
AND  
PRESERVATIVES

Rainsley

# \*Parade of Progress

in 100% American manufacture by Albert Verley, Inc.—on a production basis, under the personal supervision of Dr. Albert Verley — of aromatic materials important to your success

## \*The complete series of ALIPHATIC ALDEHYDES

Aldehyde C-8 (Octyle) 100%  
Aldehyde C-9 (Nonyl) 100%  
Aldehyde C-10 (Decyl) 100%  
Aldehyde C-11 (Undecylenique) 100%  
Aldehyde C-12 (Laurique) 100%  
Aldehyde C-12  
(MethylNonylacetique 100%)

Now  
also on a  
production  
basis . . .

DIACETYL

## \*DIMETHYL BENZYL CARBINOL and

Dimethyl Benzyl Carbinol Acetate  
Dimethyl Benzyl Carbinol Butyrate  
Dimethyl Benzyl Carbinol Propionate

After 10 years of preparation, Albert Verley, Inc. is in a position to help you protect your quality standards and the prestige of your house, with a dependable supply of fine materials entirely fabricated in the United States with superior American technical equipment. Dr. Albert Verley's personal supervision assures you of the full benefit of European artistry, now transferred to our own shores. Available on a production basis, these materials do not unduly inflate your costs. Write or wire for samples and prices.

\*  
*Albert Verley* aromatics

ALBERT VERLEY, INC., D. A. Bennett, President, 1621 CARROLL AVENUE, CHICAGO, ILLINOIS  
114 EAST 25th STREET, NEW YORK • MEFFORD CHEMICAL CO., LOS ANGELES

## GREETINGS

The time-honored custom of bidding goodbye to the old year and welcoming the New Year gives us an opportunity to express our greetings.

Our cordial thanks are extended to our friends for their continuing helpful interest.

Our Best Wishes are given to all for happiness during the New Year.

Our fervent hope is that peace will be a part of this happiness.

Our sincere promise is that our every effort will be to justify your friendly feeling toward us and that the cosmetics we produce for you will continue to be of uniformly high quality.

**Evans Chemicals Limited**  
Boreham Wood  
Herts, England

**Evans Chemetics, Inc.**  
33 West 46th Street, New York  
Telephone Bryant 9-6805

**WE EXTEND  
OUR MOST SINCERE AND  
HEARTY GOOD WISHES  
OF THE SEASON**

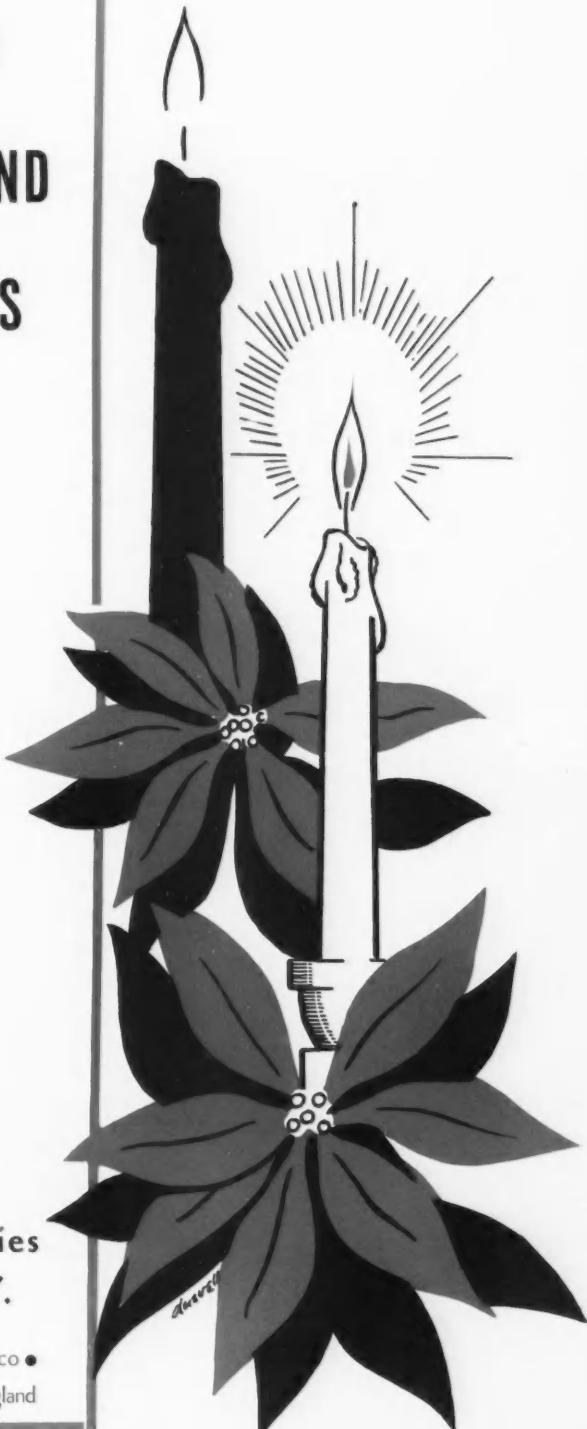


We pledge continued service to the best of our ability throughout the coming year and offer our entire facilities in the creation of sales-appealing products.

**COMPAGNIE  
PARENTO, INC.**

**Executive Offices & Laboratories  
CROTON-ON-HUDSON, N. Y.**

New York • Chicago • Detroit • Los Angeles • San Francisco •  
Seattle • Philadelphia • Toronto • Colombes, France • London, England





# Symbols

**T**

HE diamond, the ruby, the emerald—each is a symbol of high value treasured by its owner.

Likewise, the "D & O" trademark is a symbol of value in Essential Oils and Perfume Raw Materials.

142 years of continuous existence testify to the confidence engendered by strict adherence to high standards of quality, for which the name of Dodge & Olcott Company is known all over the world.

The "D & O" organization, with extensive resources and important connections throughout the world, has been able to function in these difficult times to an extraordinary degree in keeping customers supplied with raw materials.

We are still well placed on many items and invite your inquiries, which will always have our best attention.

**Dodge**

180 VARICK STREET

Branches:

BOSTON

CHICAGO

PHILADELPHIA

# OF Value



## **“D & O” Distilled Essential Oils**

AMYRIS	GUAIACWOOD
CLOVE	NUTMEG
CARDAMOM	GINGER
CANADA SNAKE ROOT	SANDALWOOD
OILS BALSAM PERU AND TOLU	

## **Sanderson's Italian Oils**

**Extra Fine Quality**

BERGAMOT	LEMON
ORANGE	MANDARIN

## **deLaire Perfume Specialties**

CINNAMYLAL	
LILAS TRIPLE	
NEROLI 132	
ROSE H	

## **“D & O” Perfume Bases**

*For every purpose — in all price ranges*

# Olcott Company

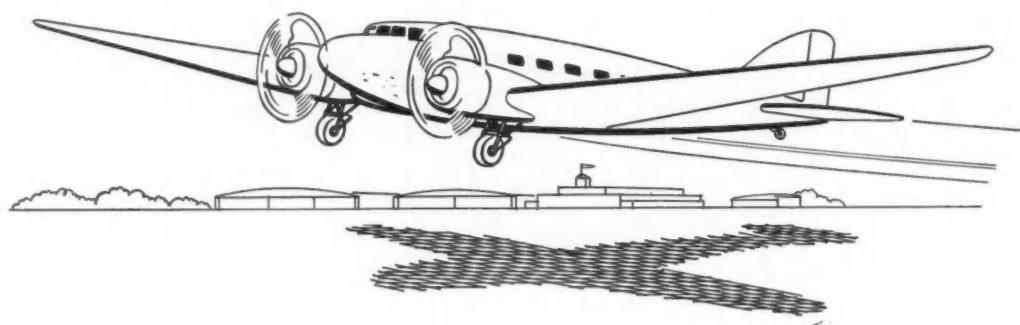
NEW YORK, N. Y.

ST. LOUIS

LOS ANGELES

Plant & Laboratories: BAYONNE, N. J.

THE TAKE-OFF IS THE TIP-OFF

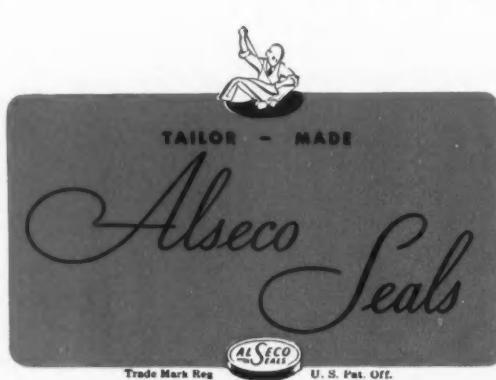


A good, smooth take-off, and you're confident of the pilot and plane. A bad, bumpy take-off, and you wonder!

"Take-off" also affects the consumer's attitude toward your product. If the cap comes off your container smoothly and easily, her reaction is favorable. If it has to be wrestled off, milady gets irritated—not only with the cap, but with your product, with you.

Make sure of a good "take-off" reaction by using a seal that *always* comes off easily—an Alseco R-O Seal. R-O's are never wedged or cocked, for they are tailor-fitted to each individual bottle, "min" or "max." Threads are Rolled-On after the seal is squarely in place. Each container is the pattern for its own seal. This also means protection against leakage and evaporation. The user gets full quantity, full strength, full value.

AT YOUR SERVICE: 26  
YEARS OF EXPERIENCE  
BUILDING QUALITY  
SEALS AND SEALING  
MACHINES TO FIT THE  
NEEDS OF THE USER.



FOR FURTHER DETAILS,  
WRITE ALUMINUM SEAL  
COMPANY, 1355 THIRD  
AVE., NEW KENSINGTON,  
PENNSYLVANIA.



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# the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS · SOAPS · FLAVORS

EST. 1906

WILLIAM LAMBERT  
Editor

MAISON G. deNAVARRE, Ph.C., B.S.  
Technical Editor

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# Needless TO POINT OUT

U

NSETTLED world conditions mean a scarcity of natural products. BUT the products of American aromatics factories have satisfactorily replaced them. Your attention is particularly called to these artificial essential oils:

OIL of Lavender Artificial  
OIL of Bergamot Artificial  
Oil of Neroli Artificial  
OIL of Geranium Artificial

The following raw materials of Domestic availability are outstanding for their proven popularity in the Soap and Perfume industry:

CYCLAMAL                    CITRONAL  
FLORANOL                    ROSEFOLIA

100% Pure—Soap fast—Free from irritation—  
Will not discolor.

The Aromatics Verona line of pure Domestic aromatic chemicals include:

ALPHA AMYL CINNAMIC ALDEHYDE  
IONONE COMPLETE  
PARA CRESOL ETHYL ETHER  
PARA CRESOL METHYL ETHER  
PHENYL ETHYL ALCOHOL

Send for complete list.

Our domestic industry is equipped to take care of practically every perfume problem confronting the manufacturer of soap, perfume or cosmetic.

*Requests for samples on your firm's letterhead will be promptly answered.*

*Aromatics Division*  
**GENERAL DRUG COMPANY**

170 VARICK ST., NEW YORK                    9 S. CLINTON ST., CHICAGO  
TRANSPORTATION BLDG., LOS ANGELES, CAL.            1019 ELLIOTT ST., W., WINDSOR, ONT.

## F. T. C. RULINGS

### **Cannot claim machineless hair waver starts at the scalp**

The Rilling-Arnau Co., South Minneapolis, Minn., has agreed with the Federal Trade Commission to cease representing that its Koolerwave, a hair waving device of the machineless type, starts at the scalp or is one-half inch closer or closer by any definite measurement than any other method. The concern also agreed to cease representing that its hair-dryer dries hair faster than any other hair dryer.

### **Claim that cholesterin replaces natural oils in skin invalid**

Physicians Formula Cosmetics, Inc., Los Angeles, Calif., has stipulated with the Federal Trade Commission to desist from representing that cholesterin in its cosmetics restores or replaces natural oils in the skin. It also agreed to discontinue use of the letters Rx which have the capacity to create the impression that its cosmetics are in fact medicinal preparations; or that each parcel is individually compounded in accordance with a specific prescription.

### **Home compounder of cosmetics cannot use "Laboratories" in name**

Walter C. Rathke, St. Paul, Minn., who compounds the cosmetics which he sells in his home, has stipulated with the Federal Trade Commission to drop the word "Laboratories" as a part of his trade name. He also agreed to cease representing that his cleansing cream revitalizes the skin or that it stimulates fatigued glands into releasing the precious drop of moisture confined at the bottom of each pore.

### **Device for electrolytic removal of hair in home under fire**

For representing that the Beautiderm Midget is an effective, safe and scientific apparatus for electrolytic removal of hair by individual self application in the home, the Federal Trade Commission has ordered Electrolysis Associates, Inc., New York, N. Y., to appear for trial. This was done because the Commission issued an order to cease such representations and it was felt that the company did not fully understand the character of the stipulation. According

to findings of the Commission, use of the device by unskilled laymen is not safe and may result in injury to health.

### **Must not represent that cosmetics contain undesirable colors**

The House of Westmore and Perc Westmore, president, Burbank, Calif., have stipulated with the Federal Trade Commission to cease representing that cosmetics contain undesirable or unflattering colors or colors which give a harsh or aged appearance. They also agree to cease representing that any color has been filtered out of House of Westmore cosmetics.

### **Cannot claim that oil penetrates to roots of hair**

Peanut Products Co., Tuskegee, Ala., has stipulated with the Federal Trade Commission to cease representing that its Peano-oil penetrates to the roots of the hair or nourishes the scalp.

### **Must not use word "grower" directly or indirectly for hair preparations**

The word "grower" or any words of similar import or any terms that simulate "grower" in sound or spelling cannot be used on the label of any hair preparation or as a part of the trade name according to a stipulation entered into between Mrs. G. T. Hall, Chicago, Ill., maker of hair preparations, and the Federal Trade Commission.

### **Cannot use different brand names to sell soap from same formula**

Through the use of different brand names, one cannot represent that he sells more than one grade or quality of soap if such is not the case, according to an order directed by the Federal Trade Commission to Lawrence L. Keller, trading as United Soap Co., Seattle, Wash. Keller made and sold soap under the names of "Hot Springs Mineral Soap," "Hawaiian Rose," "Velvette" and other similar names. The Commission found that he changed the names under which he sold the soap as the demand for the soap under a given name declined. All of the soap, it was found, regardless of the name under which it was sold was made from the

same formula by the company. The soap was sold to peddlers for approximately 5 cents per box of soap and a box of washing powder. The peddlers in turn distributed the soap and washing powder by house to house canvassing, usually at 25 cents for a box of soap and box of washing powder.

### **Labels may lack adequate information required by law**

Dr. Walter G. Campbell, Commissioner of Foods and Drugs, has called special attention to section 201(n) of the law which makes a product misbranded if its label fails to reveal facts material in the light of its representation or material with respect to the consequences of its use. This notice has not yet been substantially complied with, he said, and "it may be that this is one of those important features which will need to be emphasized by judicial comment."

Mr. Campbell explained that the administration will not issue a formal trade notice regarding compliance with section 201(n) because such a notice could not cite all possible types of omission of essential information, and some manufacturers would claim they had not been warned if their labels were attacked.

### **U. S. Supreme Court to pass on scope of Federal Trade Commission**

The United States Supreme Court has announced that it will review a recent decision by the United States Circuit Court of Appeals in Chicago, Ill., which dismissed a Federal Trade Commission order against Bunte Brothers, Inc., manufacturers of candy. This case involved the sale of their merchandise (lottery packages of candy) but solely within the state of Illinois. The F.T.C. was of the opinion that in spite of the fact that no interstate commerce was involved, the F.T.C. Act was nevertheless violated since previously it had issued orders against competitors of this firm (Bunte) forbidding them to send similar merchandise into the state.

It was the opinion of the Circuit Court that *intra-state* commerce is not included within the jurisdiction of the F.T.C. and that only by congressional action could its scope be extended.

# Neroli

SYNTHETIC

by  
Chuit, Naef & Cie

Among the more prominent natural oils of French origin for which a severe shortage exists in this country is—NEROLI. A complete lack of stocks is imminent!

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## AROMATIC PRODUCTS IN COSMETICS



*Possibilities for use as preservatives and anti-oxidants . . . More value where odor will harmonize with the perfume . . . Majority also are fixatives*

by DR. ALEXANDER KATZ

*Chief Chemist, Florasynth Laboratories, Hollywood, Calif.*

**I**N covering the field of preservatives and anti-oxidants applicable for use in the cosmetic industry, it is important to take into consideration aromatic chemicals which, while possessing a slight odor, might be valuable, particularly in compounds where the odor will harmonize with the perfume. It is worthwhile mentioning that the majority of these preservatives act also as fixatives.

Some are at present in use as preservatives and anti-oxidants in the European cosmetic industry. Many of them have been proven to be effective, while others will require additional research to determine their effectiveness. While theoretically these aromatic products look very promising, it is suggested that a series of practical experiments be conducted. Some will have much greater preserving qualities than many so far tried.

Most of the products are commercially obtainable; however, the ones which are not in common use in this country can be easily prepared for investigation.

It is well worthwhile to take into consideration that since light, temperature, and the presence of air have considerable effect upon the development and growth of the microorganisms in cosmetics, care should be taken in choosing a preservative which will not be affected by the presence of one or all of these factors. In listing these materials, only those are mentioned that are definitely used and proven to be effective.

### I. DIMETHYL HYDROQUINONE



Crystals—M.P. 56°C. Slight odor of new mown hay. Blends well practically with any odor. Pos-

sess excellent preserving and anti-oxidant qualities. Alkali resistant, used successfully in Europe.

### 2. THYMOL HYDROQUINONE



M.P. 140°C. Slight odor of thymol. Good preservative and anti-oxidant. Blends well with pine and lilac odors. Used in Europe.

### 3. para MEHOXY ACETOPHENONE



M.P. 37°C. Boiling at 256°C. Odor of coumarin and heliotropin. Blends well with lilac, lily, jasmin and bouquet perfumes. Alkali resistant. Good preservative and anti-oxidant.

### 4. BETA NAPHTHOL CARBONATE



M.P. 176°C. Recognized as an excellent antiseptic. Good preservative. Non-irritant.

### 5. CINNAMYL CINNAMATE



M.P. 44°C. Slight balsamic odor. Will not interfere with any odors. Has good preserving qualities.

### 6. NAPHTHYL PHENYL OXIDE



M.P. 46°C. Practically odorless. Preservative and anti-oxidant.

### 7. PHENYL IONONE



Boiling at 172°-175°C. Faint odor of violet. Very stable. Theoretically good preservative. Investigation is recommended.

**8. CINNAMIC ALCOHOL**



M.P. 33°C. Slight odor of hyacinth. Blends well with lilac, jasmin, rose and bouquets. Should be a good preservative. Investigation is recommended.

**9. BENZYL ISO EUGENOL**



M.P. 58°C. Odor of carnation, but much milder than other eugenol derivatives. Well known anti-septic, possessing good preserving qualities. Investigation as anti-oxidant is recommended.

**10. BENZO NAPHTHOL**



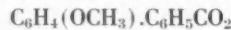
M.P. 107°C. Odorless, good anti-septic, nonirritant. Possesses good preserving qualities. Investigation as anti-oxidant is recommended.

**11. HYDROCINNAMIC ALCOHOL**



Boiling at 235°-237°C. Slight sweet odor of hyacinth. Used as anti-oxidant.

**12. GUAIACOL BENZOATE**



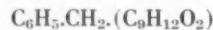
M.P. 56°C. Odorless, good preservative, anti-oxidant, an anti-septic.

**13. BENZO para CRESOL**



M.P. 70°C. Practically odorless, anti-septic and preservative, worthwhile investigating as an anti-oxidant.

**14. BENZOYL ISO EUGENOL**



M.P. 59°C. Mild odor of carnation, blending with carnation, rose, lilac, lily and bouquet type odors. Good preservative and anti-septic.

**15. PHENYL BENZOATE**



M.P. 70°C. Slight geranium and phenolic odor, will blend well in lilac, narcisse, new mown hay, fern and bouquet odors. Good preservative and anti-oxidant.

**16. DIHYDRO EUGENOL**



Boiling at 249°-250°C. Better than eugenol or iso-eugenol, doesn't change on light. Odor of carnation, but much milder and sweeter than eugenol. Good preservative.

**17. BENZOPHENONE**



M.P. 48°C. Strong odor. Should be used with care in lilac, rose and geranium. Good anti-oxidant.

**18. BENZYL ALCOHOL**



Boiling at 205°C. Very slight odor, can be used

practically in any odors without interference. Theoretically, should be a good preservative. However, investigation is desired.

**19. BENZYL CINNAMATE**



M.P. 39°C. Slight balsamic odor. Preservative, an anti-oxidant. Used in medicinal preparations.

**20. BENZYL BENZOATE**



M.P. 21°C. Practically odorless, theoretically should be a good preservative and anti-oxidant. However, investigation is required to substantiate these claims.

**21. BENZYL SALICYLATE**



Congealing point 18°C. Faint odor which will blend practically with any perfume materials without interference. Theoretically, should be a fine preservative and anti-oxidant; however, investigation will be necessary to substantiate these claims.

**22. DIHYDRO COUMARIN**



M.P. 25°C. Very faint odor. Theoretically a very good preservative; however, investigation is required to substantiate this claim.

**23. ALANTO-LACTON**



M.P. 76°C. Prepared from essential oil derived from roots of *Inula Helenium*. Used in Europe under the name of "Helenine," as a preservative and anti-septic, particularly in medicinal preparations.

**24. METHYL NAPHTHYL KETONE**



M.P. 51°C. Odor of Fleur d'Orange, blends well in rose, orange flower, jamin and lilac. Good preservative; however, might discolor in creams. Investigation should be made.

Additional products worthwhile investigating which might have great possibilities as preservatives, anti-septics and anti-oxidants, are the following: benzyl anisate, benzyl phenyl acetate, carvacrol, dibenzyl ether, dimethyl phenyl carbinol, ethyl borate, menthyl benzoate, menthyl cinnamate, menthyl salicylate, ortho oxy hydrocinnamic acid, para cresol oxide, para methyl quinoline, phthalic acid and its salts.

### **Dealer Training Program**

FOLLOWING four years of research in the field by members of its trade relations staff, Calvert Distillers Corp. has launched a nation-wide dealer training program designed to improve merchandising technique, encourage better business management and increase product knowledge.

# OIL OF PATCHOULY

*Botany, planting and harvesting, development of oil production . . . Present trade . . . Factors influencing quality . . . Distillation in various parts of the world . . . Part I*

by DR. ERNEST GUENTHER, *Chief Research Chemist, Fritzsche Brothers, Inc., New York, N. Y.*



A SCENT closely associated with the Orient is that of patchouly. Along with myrrh, sandal and vetiver, it was one of the earliest tools employed by oriental perfumers in the practice of their ancient art. Its mention recalls the glamor of the East—dim and narrow lanes, milling crowds, turbaned vendors squatting stolidly amidst carpets, shawls, ivory-inlaid chests and glittering trinkets, the air heavy with the mysterious, timeless scent of burning incense—the unforgettable memories of an Indian bazaar.

Many years ago, precious fabrics and shawls used to arrive in Europe from India, all permeated with a strange and alluring odor which was considered characteristic and proof of true oriental origin. It was only when the first shipment of dried patchouly leaves arrived in London, about 1844, that the long-sought secret of the mysterious scent was revealed. Soon, French manufacturers learned to perfume their home-spun shawls with patchouly leaves in close imitation of the Indian goods.

Of all essential oils, there is none more complicated with respect to origin and designation than oil patchouly. An important objective, therefore, of the investigations undertaken by the writer in British and Dutch Malaya and herewith described, was to unravel and clarify the uncertainties and misconceptions associated with this perfume oil. The writer trusts that in this respect, at least, it will serve to useful purpose.

The Author

In the tropics there exist quite a few members of the *Labiatae* family with a patchouly-like odor. These are used for the perfuming of shawls, carpets and other woven materials, but only very few are actually used today for the distillation of their essential oils. The

great variability of the patchouly characteristics, which change considerably under the influence of climate and cultivation, make botanical classification rather difficult.

The true patchouly plant was first described in 1845 by Pelletier-Sautelet and named *Pogostemon patchouli*. In 1896, E. M. Holmes<sup>1</sup> identified it as *Pogostemon cablin*, Benth., a native of the Philippine Islands, the word "cablin" being derived from "cablam," the vernacular name of the plant in the Philippines. The plant has also been described by Blanco in his "Flores de Filipinos" as *Mentha cablin*.

Today, the true patchouly plant of commerce,

<sup>1</sup> *Pharmaceutical Journal* 56 (1896), 222; 80 (1908), 349.



*Pogostemon cablin*, Benth. syn. *P. patchouli*, Pell., var. *suavis* Hk. (*Labiatae* fam.), the dried leaves of which serve for distilling the essential oil, is cultivated in British Malaya (Straits Settlements and Johore State) and even more extensively in Dutch Malaya (Northern Sumatra). The Malay name is "nilam," the Chinese name "jeelam"; the designations "dhalum wangi" or "tilam wangi" mean sweet patchouly.

The true patchouly, *Pogostemon cablin*, Benth., has been grown experimentally and with more or less success also in Madagascar, Réunion, the Seychelles Islands and in Paraguay, where the writer found it growing wild on an old, abandoned planting in the suburbs of Asuncion.

According to Finnemore, "The leaves are two to four inches long and one and one-quarter to three and one-half inches broad. The margin is slightly lobed, and the lobes have crenate-serrate teeth (i.e., nearly equal-sided with curved edges), the lobes and apex of the leaf being obtuse. Hairs are abundant on the under surface along the ribs and give the leaf a pale appearance; they are not closely pressed to the leaf, but stand out a little."

The wild growing patchouly herb, which the natives sometimes admix with the cultivated patchouly leaves, is, according to E. M. Holmes<sup>2</sup>, a form of *Pogostemon Heyneanus*, Benth. In Malayan it is called "dhalum outan," "outan" meaning forest; it grows wild in Sumatra and Java between 1000 and 2000 meters altitude. *P. Heyneanus*, Benth., the so-called Java patchouly, is indigenous to India and often cultivated in gardens. It repre-

sents the only *Pogostemon* variety which flowers; therefrom also the Javanese "dilem kembang" meaning flowering patchouly. The leaves are thinner, not lobed in the upper part and more distantly and faintly serrate. Closely related to it is a variety which never flowers and which has been grown for many generations in the gardens around Serang, in the province of Bantam, Java. Becker provisionally identified it as *Pogostemon hortensis*. Years ago, these dilem herb or Java patchouly varieties were distilled on a small scale, but the properties of the oil were so different from those of the genuine *Pogostemon cablin* oil and the odor so inferior that production was finally abandoned.

#### DEVELOPMENT OF PATCHOULY OIL PRODUCTION

For many years, the bulk of patchouly oil was distilled in British Malaya, mainly on the island of Penang and in Singapore, Straits Settlements. Distillation was carried out with plant material cultivated originally on Penang and later mostly in the state of Johore, with Kluang and Segamat as centers, and to a lesser extent in the state of Pahang. The reason why these leaves are frequently referred to abroad as "Penang patchouly" is because *Pogostemon cablin* is known to have been cultivated in Penang since 1834. Today, practically no leaves are grown in Penang. Part of the dried leaf material was exported to Europe for distilling the oil in modern essential oil factories, while the balance was distilled in native distilleries of Singapore and Penang and exported as Straits Settlements, Singapore and Penang patchouly oil. On the other hand, the previously mentioned real Java oil, being distilled from a different plant variety and being quite inferior to true patchouly, never attained any real commercial importance.

The production of patchouly oil took an entirely new turn when, at the beginning of this century, fairly important patchouly plantings were developed in the Dutch East Indies, in the northern part of Sumatra (Achin or Atjeh). At first, all the leaf material was exported, sometimes directly to Europe but mainly to British Malaya, in particular to adjacent Penang and to a lesser extent also to Singapore. As the cultivation of rubber trees in British Malaya attained ever-increasing importance and expanded rapidly, the small native owned patchouly plantings were greatly curtailed, so that patchouly distillers in Penang and Singapore had to rely increasingly upon the dried plant material imported from neighboring Sumatra. However, the sharp decline in the price of rubber after 1919 again encouraged expansion of the patchouly plantings in British Malaya, with the result that the growers in Sumatra had difficulty in exporting their plant material. The year 1921 found the local producers of Achin with large stocks of dried patchouly leaves on hand, and in order to alleviate this critical situation, the idea was conceived of distill-

<sup>2</sup> *Perfum. Record* 4 (1913), 369 to 371, 418 to 420.

ing the accumulated plant material in Achin. The district government approached the Experimental Station of Buitenzorg, Java, for guidance regarding the establishment of a local patchouly oil industry. Dr. Bobiloff, who was sent to Sumatra in an advisory capacity, contributed greatly toward the new development. The industry was first controlled by the local governments but with falling oil prices passed into the hands of natives and a few Chinese. During the last few years, it has grown to such proportions that today it represents about 90 per cent of the total patchouly production, while British Malaya, which once held a monopoly, has lost its former status.

#### PRESENT TRADE OF LEAVES AND OIL

Thus, during the past three years, Achin has become not only the largest producer of oil but also the greatest exporter of leaf material. Ports of destination for the leaf material are exclusively Penang and Singapore in adjacent British Malaya, from where it is either reexported or else used by the few remaining distilleries in Singapore for local distillation. It is impossible to ascertain to what extent the exports from British Malaya consist of locally grown or imported Sumatra leaves.

During the past six years, the leaf exports from British Malaya have averaged as follows:

About 35 per cent to the United States.  
About 20 per cent to British India.  
About 10 per cent each to France and Germany.  
Small quantities to Hongkong, Japan, Great Britain.

As far as the oil is concerned, production in Sumatra developed from a modest beginning to a present average of 15 to 20 tons and even more per year. The export figures for oil from the Dutch East Indies for 1936, 1937 and 1938 were about 13 tons, 22 tons and 17.72 tons, respectively. A small portion of this oil is exported directly from the Achin ports, but most of it is first shipped to Java and, after being passed upon by the Control of the Government Station in Buitenzorg is reexported, together with the almost negligible quantities of Java oil, from the ports of Tanjung Priok and Sourabaya to foreign countries. The fact that the Sumatra oil is exported mainly via Java sometimes leads to the erroneous belief that the oil has been distilled in Java, while the quantities of patchouly oil actually produced in Java are small.

The following quantities of Sumatra patchouly oil were shipped from Batavia during 1938<sup>3</sup>:

To Holland	820	kilos net
" Holland Option	300	" "
" Germany	460	" "
" France	2,838	" "
" France Option	2,327	" "
 TOTAL TO EUROPE	 6,745	 "
To the U.S.A.	3,053	" "
" British India	1,567	" "
" Japan	3,138	" "
" Other non-European countries	287	" "
 GRAND TOTAL	 14,790	 kilos net

<sup>3</sup> Bericht von Schimmel & Co. 1939, 62.



Patchouly leaves are two to four inches long, one and a quarter to three and one-half inches wide. Only the young top leaves of the plant are cut, these having a high constant oil content

During the same year, 2932 kilos were shipped directly from Sumatra so that the total export of patchouly oil during 1938 was 17,722 kilos. The oil shipped directly from Sumatra went partly to Singapore and Penang in British Malaya and was, in all probability, reexported from there either as such or perhaps together with spot distilled oils. Thus, it is possible that the oils marketed as Penang and Singapore oils are, in reality, Sumatra oils or mixtures of Sumatra oils with lots distilled in the Straits Settlements from leaf material imported from Sumatra. The label "Penang" or "Singapore" should be permitted only for oils actually distilled in Singapore or Penang from plant material grown locally or in the neighboring Malayan province of Johore. The export of Singapore oil fluctuates rather widely and averages several tons a year.

Aside from Sumatra, the Seychelles (a group of British islands in the Indian Ocean), too, have started to produce small quantities of patchouly oil; also the French possessions of Madagascar and Réunion Island are small producers. The oil is moreover distilled in British India from imported leaf material but not exported from there, India using a good deal of patchouly oil for home consumption. In fact, India's demand is so great that a considerable quantity of this oil is imported to India directly from the Dutch East Indies.

#### PLANTING AND HARVEST OF PATCHOULY

The patchouly plant thrives best in a damp and warm climate with evenly distributed rainfalls. It is quite a soil-exhausting plant and, therefore, requires fertile soil which should be light and rich in humus. Virgin jungle land is usually selected because it gives the best yield. Good, undulating land is most suitable, but the plant flourishes also in low altitudes and slightly moist soil, provided it is properly drained. In the state of Johore, British Malaya, there are at present about 400 to 500 acres of patchouly under cultivation, a great number of small Chinese land holders cultivating the plant on patches and areas ranging from one-half to one,

rarely up to ten acres. In many instances, these small lots resemble vegetable gardens around the native huts. Today there are only a few larger plantings left, but if prices of patchouly oil should go up, it would pay to renew the larger plantings.

Patchouly is propagated by stem cuttings which are first planted in nursery beds, if possible during the rainy season. In some cases, the cuttings are planted directly into the fields and shaded until established. During the early stages the young plants must be protected carefully against too much sunshine and guarded against weed growth. They are, therefore, sheltered by coconut palm leaves and frequently weeded out. Shade and plenty of water are the chief requirements until the young plants are properly established. They remain in the nursery beds for about four weeks when they are transplanted into the fields, usually during March. In preparation for the planting of patchouly, the natives burn and clear the jungle and allow the soil to cool for a few months.

Before transplanting, the field must first be "chunkled" (a changkol is a native hand hoe) with the rows three feet apart, and a distance of three feet between each plant in the rows. In good soil, growth is fairly rapid; the plants become very much branched and usually attain a height of three feet. Constant weeding during the growing period and some light cultivating are well repaid. Manuring with stable dung is advisable if the soil is not sufficiently rich. The first cutting takes place six months after planting, with another harvest to follow six months later and so forth for two and even three years all depending upon the character of the soil, rainfall and climatic conditions. Thus, two yearly harvests are possible until the planting must be renewed after the third year. On the plantings of Johore, the first cutting gives, roughly speaking, ten pikuls and finally six pikuls per acre (one pikul equals 133.3 pounds) until after two or three years the planting becomes exhausted, while in Sumatra the yields vary considerably, from 80 to 3600 kilos of dry leaves per year per hectare, according to the condition of the planting and the number of cuts. Patchouly is frequently replanted on the same ground, after fresh "chunkling," although crop rotation would, of course, produce much better results. Undoubtedly, subsequent plantings on the same ground are accompanied by a marked deterioration in the crop, but here, as in so many other instances, the Chinese and native growers are rather indifferent and pay little heed to proper selection of soil and to findings and advice of the agricultural departments in general. It is quite possible that better plants, a higher yield of plants per acre and a higher yield of oil could be obtained, if more efficient agricultural methods were employed.

After transplanting in March, the first cutting takes place during the rainy season in December and January, when the bush is well grown and from two to four, on the average three feet in height. The cutting should be done early in the morning or toward evening and not during the hot noon hours. All parts of the plant, i.e., roots, stems, branches



A patchouly plantation in Johore state, British Malaya

and leaves, contain essential oil, but in varying proportions. The oil from the root is of very high specific gravity and quite inferior. The oil from the stems, too, is inferior and, therefore, neither is used for distillation. A. W. K. de Jong<sup>4</sup> of Buitenzorg carried out systematic experiments on the distillation of the different parts of the patchouly plant and arrived at the conclusion that the oil is contained mainly in the three top leaves or youngest leaves and that the oil content in these leaves remains constant, even if the weight of the leaves increases. He, therefore, recommends cutting the plants when they have five pairs of leaves and distilling only the leaves, the low oil content of the stalks making them unsuitable distillation material. Thus, only the upper leaves are cut, with scissors or with sharp knives. If the entire plant were cut, regrowth would take too much time and the interval between harvests would be too long for profitable productions. Besides, the buyers of leaves reject any material which contains too much inert stem material. Depending upon the height of the bush, the length of the cut tops should range from ten inches to one and one-half feet. A stalk ten inches long and about one-eighth of an inch thick, with all the attached leaves, is considered very good.

#### DRYING AND FERMENTING OF THE LEAVES

After cutting, the stems and leaves are spread out to dry in thin layers on a hard, dry surface, usually in front of the native huts or, more rarely, on concrete floors. In Sumatra, the native growers frequently use bamboo racks for drying. The method of drying the leaves is of great importance for the quality of the leaves, as well as that of the oil. During the process, the mass is frequently turned over by hand or with sticks in order to obtain an even and thorough drying and to prevent fermentation.

Drying is usually done directly in the sun, although the shade of a shed with air freely circulating would be preferable. Syn-drying undoubtedly causes some loss of essential oil by evaporation and, furthermore, the leaves when dried too quickly become brittle and easily turn into dust which is difficult to distill. On the other hand, leaves dried

<sup>4</sup> Teysmannia 1906 & 1909.—"L'huile Essentielle de Patchouli" Recueil trav. chim. des P.-B. 24 (1905), 309; 40 (1911), 211.

too slowly may remain damp and develop that disagreeable moldy odor which is never lost and is imparted even to the oil. Depending upon sunshine and moisture content of the air, drying requires about three days, when the leaves develop that typical and strong patchouly note which is much less noticeable in the green leaves. Careful growers spread their leaves upon grass mats and cover them during rain showers or, still better take them under sheds or inside the huts upon indication of coming rain. The same is done as a protection from dew. It is most important to avoid fermentation of the leaves during the drying which readily happens if the leaves are not spread out but stacked up while wet. Rain showers may by sheer force throw particles of earth or dust upon the leaves spread on the ground which may account, at least partly, for a slight percentage of dust or foreign matter sometimes found in bales of dried patchouly leaves. Improper drying is not always due to bad will on the part of the growers but often to weather conditions beyond their control. Even well dried leaves, if stored loosely for a prolonged time, may, on account of prevailing atmospheric humidity, develop that moldy odor which is so objectionable. The best way, therefore, would be to press the completely dry leaves into bales immediately; slightly wet material when baled would soon start to ferment, which condition can be noticed by heat development inside the bales.

In British Malaya, the dried leaves are first cleaned of foreign matter and of the larger stalks, packed into gunny bags (old rice bags) containing 40 to 50 catties (one catty is about one and one-quarter pounds), and sold to native, usually Chinese, middlemen who either sell them to Singapore distillers or bale them under pressure and sell these pressed bales of 175 to 220 catties to the exporters in Singapore and Penang. In Sumatra the dried leaves, packed loosely in jute bags, are either brought to the native distilleries for distillation or are dried once more, baled and exported to Penang and Singapore. The local distillers of Achin in Sumatra, for financial reasons, usually rush distillation and use mostly loosely packed leaf material. This fact may be one of the reasons for the different quality of the Sumatra distilled oil as compared with the Singapore and European oils which are distilled exclusively from baled leaf material. It is quite possible, and this is an interesting thought, that the storing of the leaves during the long transport from British and Dutch Malaya to Europe has some influence upon the quality of the European distilled oils. Years ago, Dr. A. Hischmann of Batavia, one of the foremost experts on Java essential oils, distilled lots of imported Sumatra patchouly leaves which had previously been packed into bales for export and stored for a year or two. He obtained excellent oils which were quite identical with European distilled oils and proved that Achin leaves, if properly distilled, may yield oils equal to those from Johore leaves.

Before reaching the exporters, the leaf material sometimes changes hands several times. The ex-

porters in Singapore or Penang ship the pressed bales to Europe or America, usually with a guarantee of a minimum content of three per cent essential oil. It is rather surprising to see how relatively little most of the Singapore and Penang exporters are informed about the origin of the leaf material which they have bought from Chinese middlemen, although an intimate knowledge of the plantation, its location, its age, the working methods employed, the honesty of the growers and the middlemen seems to be desirable. Not knowing these facts, the exporters usually base their guarantee of a minimum content of three per cent essential oil upon a certificate issued by a public analyst. In order to be absolutely sure of obtaining the best leaves, the distiller should really be able to purchase sorted and graded material directly from a grower well known to him. In this respect, the few distillers of Singapore who obtain their leaf material from plantings in neighboring Johore have the advantage over the distillers abroad who can obtain their leaves only through exporting firms in British Malaya. They are never sure whether they are purchasing the true British Malayan leaf material or the Sumatra type or mixtures of the two.

#### ADULTERATION OF PATCHOULY LEAVES

Patchouly leaf material is frequently adulterated, the Chinese small growers, as well as the middlemen being quite ingenious in adding foreign matter to the patchouly leaf bales. The writer was told by a leading Chinese distiller in Singapore that the supplier of leaves manage to incorporate up to 16 catties of earth, sand and dust into a gunny sack of 50 catties of dried leaves. This can be done by mixing fine dust with the leaves or by sprinkling muddy water over the leaves and subsequent drying. Another method of adulteration is simply to spray water inside of the bales or to pack the leaves very early in the morning while they are still wet with dew. Turning the wet leaves over during the night also increases their weight because of adhering dust gathered from the ground. Moist leaves can be packed more easily into sacks and bales but the contents of such bales will later ferment. Pressed bales heavier than 200 catties are suspicious be-



Patchouly plants attain average height of three feet



In drying process which takes about three days, the mass is frequently turned over by hand or with sticks in order to obtain even and thorough drying and to prevent fermentation

cause they may contain moisture. Another occasionally observed form of adulteration consists of the admixture of already distilled leaf material which usually still contains a small percentage of oil (about one-quarter to one-half per cent). Such leaf material is more difficult to detect, except under the microscope which reveals cells ruptured by steam. Sometimes the growers and intermediaries use other foreign plant material for adulteration, for instance, the leaves of the wild-growing patchouly which, according to Holmes<sup>5</sup>, is a form of *P. Heyneanus* or the leaves of *Ocimum basilicum*, L. var. *pilosum*, called "ruku" by the Malayans, or those of *Urena lobata*, L. var. *sinuata* (*Malvaceae*), called "perpulut" in Malayan, or *Hyptis suaveolens*, etc.<sup>6</sup> Because of the very strong odor of the genuine

<sup>5</sup> Loc. cit.

<sup>6</sup> Gildemeister & Hoffmann, *Die Ätherischen Öle*, Vol. III, 3d Ed., 901.



Dried patchouly in Johore, British Malaya, is packed in old rice bags, holding 50 to 60 pounds, and sold to middlemen

patchouly leaves which is imparted to the admixed leaves of similar appearance, detection of this form of adulteration is difficult.

#### FERMENTATION OF PATCHOULY LEAVES

There exists some confusion in literature as to whether or not the patchouly leaves are fermented during or after the drying process. De Jong<sup>7</sup> carried out systematic and interesting experiments, distilling separately the fresh, dried and fermented patchouly leaves. He came to the conclusion that it is inadvisable to distill fresh, green leaves because they yield only very little oil, the bulk of the oil coming over only during a second distillation, after the leaves have been dried. The reason is that the oil-containing cells are partly distributed over the surface and partly through the interior of the leaves, and distillation liberates only the oil of those cells which are located on the surface. Drying or fermenting of the leaves resulted in a considerably higher yield of oil for the simple reason that during drying or fermenting a certain wilting of the leaves takes place which makes the membranes of the cells more permeable so that the inner cells of the plant, too, can yield their oil content. Both dried and fermented leaves yield about the same quantity of oil so that the theory of additional formation of oil by fermentation may be disregarded. If, during distillation of fresh leaves, the steam pressure is increased or if super-heated steam is employed, the yield of oil rises considerably because with higher steam pressure more cell walls are ruptured and the oil liberated. If, prior to distillation, fresh plants are comminuted, the yield of oil also increases. Any possibility of enzyme action responsible for this increase of yield was disproven by de Jong by boiling the leaves with water previous to distillation.

The findings of de Jong must be accepted as true in regard to yield of oil, but they leave some doubt in regard to odor value. The leading distillers in Singapore, for instance, claim that while fermentation might slightly increase the yield, it has a deleterious effect upon the quality of the oil, causing a somewhat moldy odor. Therefore, they prefer to use leaf material which has been well dried without fermentation. It is a matter of dispute whether the slight wilting during drying should be considered a process of fermentation.

While this seems to be the generally accepted opinion of the distillers in the Straits Settlements, the writer was told by Mr. A. H. G. Blokzeijl, near Sourabaya in eastern Java, who started about two years ago to plant patchouly slips imported from Sumatra, that he first dries the leaves in the shade and then stacks them up for two to three days. During the process, which resembles the treatment of tobacco, the temperature is measured and controlled. The resulting somewhat moldy odor must be eliminated by spreading the slightly fermented leaves in thin layers on bamboo hurdles so that air from below can pass through freely.

<sup>7</sup> Loc. cit.

(To be continued in the January issue.)

# RECENT TRADE-MARK DECISIONS



*Why certain applications were granted or denied  
... Interesting cases discussed by Trade-Mark  
and Patent Editor of The American Perfumer*

by HOWARD S. NEIMAN

THE significant points in recent decisions on trademarks and patents are given in the following notes:

#### **TEEL—REGISTERABLE FOR DENTIFRICES**

The Procter & Gamble Co. appealed to the Commissioner of Patents from a decision of the Examiner of Trade Marks rejecting an application for registration of the word "Teel" as a trade-mark for dentifrices upon the ground that the word "teel" is the name of an oil used by Orientals for food and cosmetic purposes, and that it is interchangeable with olive oil in industrial uses, and hence, as olive oil enters into the composition of many dentifrices, the word "Teel" is descriptive as being an oil evidently suitable for this purpose.

In reversing the decision of the Examiner, the Commissioner of Patents stated that teel oil is commonly known as sesame oil and used namely for edible purposes, and that there is nothing in the record to indicate that it has ever been used as an ingredient of dentifrices or that it is especially suitable for that purpose; therefore, the word "teel" is substantially obsolete, occurring only in a few scientific words, and, hence, would have no descriptive meaning to the average individual as applied to dentifrices.

#### **"PROFESSIONAL" NOT REGISTERABLE**

An interesting decision has been handed down by the Court of Customs and Patent Appeals, in an appeal of Hair Net Packers, Inc., from a decision of the Examiner of Interferences, refusing registration of the word "Professional" for hair curlers, hair winders, hair clamps, hair pressers, hair pins, and hair rollers, this decision being based upon a holding that it is more than suggestive as it describes the quality of goods as being of a character used by professional hair dressers.

It appears that these goods are for general use by all of the public, including amateurs, highly trained technicians, and even others not belonging in either of these classifications, but the printed matter and

the labels show that at least to some extent it is used by leading hair dressers.

Presiding Judge Garrett, however, dissented very forcibly from this decision and maintained that, while the word "Professional" might indicate the character of some of the users of the goods, it does not describe the character or quality of the goods, nor is anything even suggested in that respect, and argued that the word "Professional" is purely fanciful and arbitrary, as applied to the goods involved.

#### **"TRI-SO" CONFUSINGLY SIMILAR TO "LYSOL"**

The Assistant Commissioner of Patents has reversed the decision of the Examiner of Interferences in an opposition brought by Lehn & Finks Products Corp., owner of the trade-mark "Lysol," to the application of Barrett Products Co., Inc., for the trade-mark "Tri-So" for a pharmaceutical preparation which is used for antiseptic mouth wash. In sustaining the opposition, the Assistant Commissioner of Patents states that, in his opinion, the marks of both parties are purely arbitrary, as applied to the goods involved, and would convey no meaning to the average individual other than that acquired through trade-mark use. Also, that marks of this character are more liable to be confused than are marks that are made up of ordinary words used in everyday conversation, while in appearance there is considerable difference between the marks; when pronounced, the two marks sound very much alike, and that it is now well settled that similarity in the sound of marks is alone sufficient to render confusion likely.

#### **"DANCO"—REGISTERABLE AS A TRADEMARK**

The Commissioner of Patents in reversing the decision of the Examiner of Interferences and sustaining the opposition of Leon A. Danco to the application of Chemical Laboratories, Inc., the trade-mark of both parties being "Danco" and used upon toothpaste, the question involved was whether the word "Danco" is registerable as a trade-mark in view of the fact that it is the surname of Leon A. Danco, the opposer. The Commissioner stated that it seems reasonable to him to require evidence that an alleged surname is currently recognized as such, before authorizing the refusal of its registration on that ground, and as it is not material that opposer

should prove that he would be damaged by the proposed registration, such damage being presumed. the Assistant Commissioner held that the opposition should be sustained and that the registration of the word "Danco" by Chemical Laboratories, Inc., should be denied.

### When Cosmetics are Drugs

THE Food and Drug Administration recently reiterated its opinion, based on the definition of "drug," that a cosmetic preparation may also be considered a drug—(1) If it contains any ingredient "intended to affect the structure or any function of the body of man or other animals," or (2) If any medicinal claims are made for it, and must be labeled to meet the requirements of both the drug and cosmetic sections of the Act. The practical significance of this ruling is that a cosmetic preparation which also falls into the category of a "drug" must be labeled to indicate the more detailed information specified for drugs.

A few of the more interesting border-line cases involving the classification of cosmetic preparations, appearing in Food and Drug Administration informal rulings, are as follows: *Baby oils* ordinarily used solely for cleansing purposes are cosmetics. *Camphor Ice* (containing gum camphor, beeswax, paraffin, and mineral oil) intended for softening the lips, hands, and roughened skin, is a cosmetic. *Cream depilatories* are ordinarily cosmetics. However, claims could be made that would cause such a product to be considered a drug. *Deodorants* that actually stop perspiration are drugs; those that absorb the perspiration or mask its odor are cosmetics. *Liquid corn removers and medical corn pads* are drugs. *Sunburn preparations* are drugs; preparations represented exclusively for the production of an even tan will be regarded as cosmetics. *Tooth powder* bearing on its label the word "Healthful" will be classed as a drug.

### Trend of Cosmetic Advertising

WHAT of advertising in the next ten years? As television becomes commercialized, magazines and newspapers will have to think up new ways and means to defend themselves from that new competition. Over the past few years we have seen a noticeable improvement in color photography. Special color sections in newspapers now are printed in far better taste, delineation and appearance than five years ago. A year ago a manufacturer was approached and ran an ad in a local daily newspaper and an attempt was made to perfume the paper with the odor which he was advertising. There was a faint trace of the fragrance, but unfortunately the inks used were so strong that they counteracted the odor of the perfume.

Over the course of ten years, it is quite possible to conceive of further developments along these lines which will permit a newspaper to faithfully reproduce an odor in an advertisement.

As far as the copy itself goes, we are, in view of certain recent legislation, restricted to limited claims. This is and will be no hardship to legitimate firms, and as more time passes, it will be recognized by even more producers that fantastic and exaggerated claims need not be made if their merchandise has quality and a fair and reasonable price appeal. Products that fulfill the consumers' wants will convince the advertiser that he can take his chances on the good judgment of the buying public and merely state, without much fanfare what his product is and what he "thinks" it will do for the purchaser. In other words, while we are looking forward, we may revert to the excellent Chinese slogan that "a picture is worth a thousand words."

As I stated previously, we shall have commercial television programs. As for the movies, I read only the other day that an inventor is experimenting with a motion picture that "smells" (apparently you already think that we have some that do!). Hence, we shall have to employ new language if and when we offer a criticism of a picture, for otherwise we shall be misunderstood. Then, too, the producer will have to avoid having the heroine peel onions or doing other similar anomalous things while wearing some lovely fragrance.

Seriously, in summarizing what advertising may be, I think that more visualization and color will be employed, and less language.—*H. L. Brooks in N.W.D.A. address.*

### Sandalwood Oil

SANDALWOOD oil serves two distinct purposes in perfumery. Not only is it valuable for its own intrinsic and inimitable fragrance of the Oriental type, but it has the added important ability of being able to blend harmoniously with almost any other perfume. It thus forms the ideal constituent for "composite" perfumes, acting as a modifier and at the same time adding that indefinable "something" of its own which gives to a perfume the elusive charm so eagerly sought by the world of fashion. Not only have perfumers found that even the most subtle perfumes are greatly improved by the judicious use of sandalwood oil, but its unique properties are practically indispensable in the creation of the heavier Oriental types.—*Perfumery & Essential Oil Record.*

### Gifts Must Comply with Law

SPECIALLY packaged holiday gifts, if food, drugs, devices or cosmetics intended to be shipped in interstate commerce, must comply with the provisions of the Food, Drug and Cosmetic Act, notwithstanding the fact that they are intended only as gifts and not for resale or even as samples. Section 301 (a) of the Act prohibits the introduction or delivery for introduction into interstate commerce of any food, drug, device, or cosmetic that is adulterated or misbranded; it does not make provision for exemptions.



# PIX JUNIPER—OIL OF CADE

*Present U.S.P. standards for oil of cade inconsistent and inaccurate . . . New ones suggested in monograph prepared by U. S. Pharmacopoeia Revision Committee*

by GEORGE V. BRANIGAN, *Technical Director, Ungerer & Co., New York, N. Y.*

**I**N keeping with the trend for better methods of assay, exact standards and a clarification of the interpretation of them, it is apropos at this time to include among many other subjects for the consideration of this body oil of cade or juniper tar, the empyreumatic distillate obtained from the woody portions of the tree *Juniperus Oxycedrus*, Linne (Family Pinaceae) by destructive distillation.

It has been official for many years in the Pharmacopoeia of this country, as well as similar regulatory compilations of other lands.

Reference to its use can be found in the early literature as a specific in skin diseases of both man and beast, and recently its value as a parasiticide has also been cited. Incorporated in lanolin, petrolatum and other solvents or carriers, it has been used in the treatment of chronic eczema, psoriasis, and mange.

#### IMPORTANCE OF OFFICIAL STANDARDS

We can readily realize the importance of correct official standards, particularly when reference to them is applied to the pure natural products which they represent. We must, too, consider the penalties involved under the new Food and Drug Act for labeling which does not conform strictly with the contents of the package being sold or dispensed.

In the case of oil of cade, I feel that I am safe in mentioning that few shipments of the product from source, in the last few years, have entirely met with the requirements outlined in the present U.S.P. Monograph; thus making it necessary for the importer or distributor, in order to keep within his conscientious bounds, to label his product, even though pure, as not U.S.P.

The tree *Juniperus Oxycedrus*, bearing a glossy, brownish colored, globular fruit about one-quarter inch in diameter, in thriving areas, averages between four and fourteen feet in height, depending upon the location of growth. While it can be found in various areas of both hemispheres, by far the largest portion of the supplies of commerce emanate from Spain, Portugal and France.

Oil<sup>1</sup> distilled from fruit grown in Istria gave a specific gravity at 15° C. of 0.839. The terpenes probably contained pinene and an olefine hydrocarbon of the myrcene type ( $d_{15}^{20}$  0.8025).

<sup>(1)</sup> Atti del I. Congresso Nazional di chim pura ed applic. 1923-314

Differentiation must be made between the tar obtained from *Juniperus Oxycedrus* and that resulting from the destructive distillation of *Cedrus Atlantica*. This can be determined,<sup>2</sup> as a rule, by steam distilling mixtures of 50 cc. of the tar with 25 cc. of 5 per cent aqueous NaOH until the volatile portion has been collected. The distillate from *Juniperus Oxycedrus* gives  $[\alpha]$ ,  $-5.4^\circ$  to  $12.6^\circ$  while that from *Cedrus Atlantica* yields  $[\alpha]$ ,  $+23.6^\circ$  to  $+43.3^\circ$ .

#### CADINENE IN BOTH TARS

Cadinene (M.P. Cadinene Hydrochloride 117° to 118° C.) is present in both tars—the laevo rotary form being present in oil of cade and the dextro form of this bicyclic sesquiterpene in the tar of *Cedrus Atlantica*.

I have made many observations of the specific gravity of oil of cade over a period of years, and the highest figure obtained from oils of known purity was 0.992, while the lower limit did not drop below 0.960. These tests were made at 25° C.

These figures, more or less, coincide with the findings of Ménasché<sup>3</sup> who calls attention to the fact that all of the cade oil distilled by him in Guadalajara (Spain) gave specific gravity limits at 15° C. of 0.955 to 0.988. At 25° C. these figures should closely approximate 0.962 to 0.996.

The Danish Pharmacopoeia VIII—1933—describes the specific gravity specifications as follows: "Freshly distilled, it is lighter than water (0.970) but after longer storage, it becomes specifically heavier than water, and sinks in it."

Here, of course, deterioration is considered.

The Swiss Pharmacopoeia V also requires that oil of cade be lighter than water, while the U.S.P. allows maximum gravity at 25° C. of 1.055.

#### COMPARATIVE TESTS

The oil distilled from the tar by means of steam appears to differ slightly in some respects in its physical constants, from that obtained by vacuum distillation (44 mm.). This is undoubtedly due to the difference in the yield obtained by these methods from the same sample of Juniper Tar.

The comparative tests were made on distillates from normal tars falling within the N.V.M. (non-

<sup>(2)</sup> *Bulletin Sciences Pharmacol.* 29 (1922) 622

<sup>(3)</sup> *Perfumery Record* 14 (1923) 225

volatile residue) specification of 18 to 26 per cent and boiling range limits of:

1st drop	211-218° C
4%	231-236
12%	241-247
20%	256-261
28%	263-266
40%	271-274
48%	275-278
56%	277-282
64%	282-285
68%	285-291
76%	286-302

The temperatures are the limits observed on the samples tested at the points outlined.

The following figures are interesting:

VACUUM DISTILLATE	
yield	68 to 81%
Specific Gravity at 25° C.	0.950 to 0.961
O. R. at 25° C.	— 1° to — 8°
R. I. at 20° C.	1.5170 to 1.5195
Sol. 95% C <sub>2</sub> H <sub>5</sub> OH	Clear in 4.5 volumes at 25° C.
STEAM DISTILLATE	
yield	63 to 76%
Specific Gravity at 25° C.	0.935 to 0.955
O. R. at 25° C.	— 1° to — 4°
R. I. at 20° C.	1.5100 to 1.5300
Sol. 95% C <sub>2</sub> H <sub>5</sub> OH	Clear in 4.5 volumes at 25° C.
E. V.	5 to 15

For the past eighteen months, the Scientific Committee of the Essential Oil Association of the U.S.A. has undertaken the task of investigating many of the questionable regulations or standards for essential oils. Oil of cade was studied and the result of this work shows that some of the standards as outlined in the XI Revision Monograph have been inaccurate and inconsistent, thus causing much confusion to both importer, distributor and manufacturer. From the findings of the committee, the suggested new standards, or modifications of them, were compiled and can be recommended.

The changes refer particularly to:

1. Second paragraph of the sub-heading "Description and Physical Properties":

"The tar is very slightly soluble in water, but imparts to it an acid reaction shown by moistened blue litmus paper. It is only partially soluble in alcohol, and in petroleum benzine, but soluble in all proportions in amyl alcohol, chloroform, glacial acetic acid and in oil of turpentine. It is almost completely soluble in three volumes of ether with not more than a slight flocculent precipitate."

#### A. Turpentine:

The report of the study shows that the solubility requirement in this solvent is misleading and inaccurate. It was found that in some cases, where the turpentine had been freshly distilled, the tar was nearly soluble; in other instances cloudy mixtures resulted. Still in other tests cloudy mixtures were observed when tests were made with this solvent which yielded higher non-volatile residues than allowed by the U.S.P. in the regulations of oil turpentine. Numerous tests were made using turpentine which strictly complied with the Pharmacopoeia XI Revision for the solvent, and in no instance was the cade oil completely soluble.

#### B. Alcohol:

With this solvent, tests made on samples from reli-

able sources, in accordance with the procedure of the requirement, did not yield concordant results, the oil being completely soluble in nine volumes or less.

These findings also might be said to be confirmed by the requirements of the Swiss Pharmacopoeia V which specifies that the tar be soluble in nine volumes of alcohol, with only a slight sediment which may form at the end of 12 hours.

Further specifying, it requires that one volume be soluble with nine volumes of absolute C<sub>2</sub>H<sub>5</sub>OH and a partial solubility in Oil Turpentine.

I am of the opinion that a great deal of the difficulty in insolubility and sedimentation, when alcohol has been used as a solvent, has been due to particles of carbon which frequently have contaminated shipments of the tar from source.

#### 2. Under sub-heading "Tests for Identity and Purity," I quote the specification:

"Shake one part of juniper tar with 20 parts of warm water distilled, and filter the mixture; separate portions of 5 cc. each of the aqueous filtrate give a red coloration with 3 drops of ferric chloride solution (1-1000), blacken silver ammonium nitrate T.S. in the cold, and give a red precipitate with alkaline cupric tartrate T.S. on heating."

The test outlined in this specification which was found to be questionable was the color of reaction with ferric chloride. Here again numerous samples were studied and while various shades of color were obtained on these shipments of oil of cade, in no instance did the tests respond strictly in accordance with the requirement outlined in the monograph.

#### RECOMMENDATION

We might easily conclude that much work can yet be done on the investigating of oil of cade. Some figures which I have given will no doubt be interesting from an academic standpoint and a basis for further investigation.

From the report of the Scientific Committee of the Essential Oil Association of the U.S.A., there is no doubt that a standard which would entirely eliminate the tests as now outlined for solubility in oil of turpentine, the ferric chloride reaction as well as a modification or total elimination of the tests for solubility in alcohol would be most constructive and in keeping with the policy of having standards which are not ambiguous or misleading. Such standards certainly serve no useful purpose in any investigation.

In conclusion, I quote from the committee report:

"In view of the inaccuracy of these tests now outlined in the requirements of the official compendium and the confusing results obtained by their use, it would be advisable to adopt the suggestions and recommendations in accordance with the findings of the Scientific Committee, as soon as possible, in order that shipments of parcels of this substance—*Pix Juniperus*—could be entered into interstate commerce without a technical violation of specifications outlined as official, or as an alternative to label the product, even though pure, as not U.S.P. XI."

# HOW TO GET DEALERS TO HELP YOU

*Dealers are like wives—they know when you've stopped wooing them . . . A simple, yet practical, plan for winning dealers to influence the sale of your products*

by GEORGE BIJUR



*Selling your dealer on your advertising media stimulates his efforts*

**I**F there were scales that could weigh business opportunities the way gold is weighed to the last fraction of an ounce—the champion opportunity of them all might well be something called "Manufacture-Dealer Relations."

Every manufacturer knows that the critical moment in the history of a sale takes place at the counter. The inflection in the clerk's voice may swing a hesitating customer. A vague answer to a simple question may snap a purse shut. A dusty package on a shelf is equivalent to a thousand word speech against your product. Yet recently when dealers were asked "How many manufacturers are really helping you to sell?" the answer was "about one in ten."

#### **HOW MACY'S VIEWS THE PROBLEM**

Jesse Straus, late president of Macy's, the world's largest store, ranked the relative effectiveness of various ways a dollar could be spent for promotion. He placed them in this descending order:

1. Getting the sales clerks better informed and more interested about selling a product.
2. Interior displays.
3. Window displays.
4. Consumer advertising.
5. And finally, markdowns (cutting the price).

If you could bring every dealer in the country to your factory, let him see how you work, what materials you use, what standards you maintain—you'd put lots of extra oomph into his selling of your product.

#### **ANSWER TO DEALER'S PROBLEMS**

1. Have you put your dealer under a marketing microscope, found out what makes him wiggle? Do you know what he wants to know? Is your dealer advertising giving him information he is actually seeking, furnishing him with material he wants and couldn't obtain otherwise? If every statement in every bit of your dealer literature is an answer to some unspoken question your dealer is asking, if it makes him say "I never knew that before," you'll never need to worry.

#### **MERCHANDISING IDEAS**

2. Does your publicity for the dealer open a safe crammed with merchandising ideas and say "Here, help yourself." Your dealer would have to work on a 24-hour shift if he himself had to create all the new counter display ideas, new window display angles, new techniques in personal selling. Your dealer publicity should be a condensed, constructive, persuasive course in "How to Be a Better Mer-

chant." When you make better merchants, you make better customers.

#### YOUR BOARD OF DIRECTORS

3. Does every one of your dealers feel as if he were on your board of directors? Do you take him into your confidence and say "Jim Willis, here's the lowdown on what we've been doing and what we've got up our sleeve." Do you inform him about your experiments with new packages, your opening of a new plant, your appointment of a new vice-president—or about some new use for your product that's just been discovered?

#### INSIDE INFORMATION

4. Every time a dealer answers a question about your product with the remarks, "I can't say," it's *your* fault. If a dealer can't give a ten-minute commercial about your product as readily as he can go through the alphabet, there's a weakness in your work for the dealer. Do you regularly explain to dealers why you get your raw materials from that section of the country, why you manufacture your product the way you do, why pack it in that type of container, why you are changing the formula or the process or the distribution set-up? The more inside information your dealer has, the more effective can be his sales talk.

#### DEALERS TEST PRODUCTS

5. "Why am I so sure this cold cream brings results? I've actually tried it, and so have my friends. Everyone of them said it helped her—so I'm speaking from experience!"—That's the kind of convincing enthusiasm from clerks and dealers that makes a customer.

#### WHAT THE DEALER THINKS ABOUT YOU

6. If your salesmen were mind readers and could jot down the dealer's thoughts every time his attention is called to your consumer campaign, the thought they'd note most often, would probably be "So what?" Do you *explain* why you decided on this type of consumer, *why* these media, *why* these promotional activities? If you can make him feel it's the best possible campaign you could run from *his* point of view, his efforts to tie in will become extra-energetic.

#### A PAT ON THE BACK

7. Do you occasionally give your dealer a pat on the back? Do you thank him for his cooperation and confidence? When the hectic days of your drive are over, and the displays he faithfully put in his windows and on his counter are being carted away by the junkman, do you tell him, "That was a swell job you did. Here's how we came out?"

#### DEALERS ARE LIKE WIVES

8. Dealers are like wives; they can sense pretty quickly when the honeymoon is over and you've stopped wooing them. Do you stop selling after you've made a sale? You may go to sleep, but your competition has insomnia. And not all your com-

petition is in *your* line of business. Do you keep selling your *type* of product as well as your own brand? Do you get the most possible sales out of every month of every season?

#### A FIRST CLASS SALES PLAN

9. Do you try to sell a first-class sales plan with second-rate skill?

If you've consistently done everything on this check list which helps your dealer, you deserve the extra profits you're getting.

### War Time Experience with Cosmetics

THE official tendency in England to frown upon beauty preparations as an unnecessary waste of raw materials, time and labor, unless they are made for the export trade, is made the subject of a leading editorial in *Soap, Perfumery & Cosmetics*. Many and ingenious have been the arguments put forward for the drastic restriction of cosmetic supplies to the English public.

Manufacturers have protested that the progressive effect of the Limitation of Supplies Order will eventually prove tantamount to killing the goose that lays the golden eggs of income tax, employment, export sales and other benefits to the state, it is pointed out.

In defense of adequate cosmetic supplies for consumers, extracts from the *Daily Mirror's* beauty commentator are quoted. In these, it is pointed out, that scientifically, historically and psychologically, it is far more natural for a woman to use make-up than to use shoes, soap or a handkerchief. She then describes how a typical young woman decided to give up cosmetics for the duration of the war chiefly because "it seems rather silly to think about that sort of thing now." But a week later, the girl looked anything but a picture of confidence. To give up caring for her appearance had been a betrayal of spirit and style, a throwing in of the sponge. It couldn't help affecting her morale. A week later, the use of cosmetics was resumed. The girl looked worn out but indomitable. The eyelids which couldn't stop blinking had soft dark fringes and the mouth that wouldn't give up smiling was colored and gay.

Those cosmetics were a symbol. They were the flag of all the valiant women of England who in the face of disaster part with no shred of self respect, who bring grace as well as grit to all their hard tasks of making wheels go 'round.

### Excise Taxes

WHETHER the excise tax on cosmetics will be altered in any way when the next Congress takes up the vastly important subject of tax revision is not known. Opinion has been expressed in responsible quarters that additional excise taxes are to be levied and that it is possible that higher rates on those now in force may be included in the tax revision.

# Packaging

PORTFOLIO

HELENA RUBINSTEIN: Gala Performance eau de toilette and perfume are launched in ballet-dancer bottles. The

toilet water is shown at left while the perfume bottle below, boxed in gold, has a blue velvet stand and mirrored sides.

EISENBERG & SONS, INC.: The new cologne, Excitement, has the color of champagne. Label and cap are silvery.



GERMAINE MONTEIL: A guest powder box, holding four shades, and sachets topped by a tiny jug of cologne, are new.



JAQUET, INC.: Azalea cologne now appears in an old-fashioned gayly decorated decanter, containing 18 ounces.



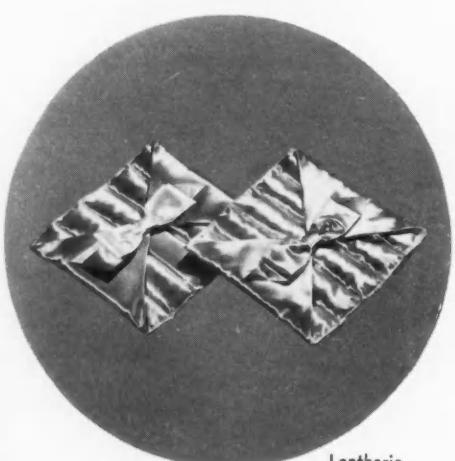
Dunhill



Karoff



Jeurelle



Lentheric



L'Orle



Hudnut



L'Orle

**KAROFF, LTD.:** A figurine, mounted on a brass base, holds a brass globe enclosing a bottle of perfume. The shell may be used later for incense.

**MARY DUNHILL:** White Hyacinth perfume is packaged in gold, decorated with white flowers and green leaves. White lettering is used.

**LENTHERIC, INC.:** "Billet Doux" sachets — one pink, one blue — are offered in a pink and blue box. Each has contrasting pastel bow, quilting.

**MAISON JEURELLE:** The new Seventeen travel kit holds seven items. White caps and blue and pink labels are used for bottles, jars. It is lined in pink.

**RICHARD HUDNUT:** Winter Complexion Duo holds Du Barry foundation lotion and face powder. Wintry scenes decorate the outside package.

**PARFUM L'ORLE:** Gentlemen's Bouquet and Spirits of Perfume are two new lines, packaged in colorful flacons. Each comes in four fragrances.

REVLON PRODUCTS CORP.: A pink garter edged in black lace encircles the "Little Vamp" package holding lipstick, nail enamel, Cheek Stick.



Revlon

ELIZABETH ARDEN: Bottles stand up automatically when this beauty satchel is opened. It is available in black, brown or blue, and has a pink lining.



Arden

LUCIEN LELONG: A stage with backdrop and footlights is the new setting for Opening Night perfume. Blue, gold, fuchsia shades are used.



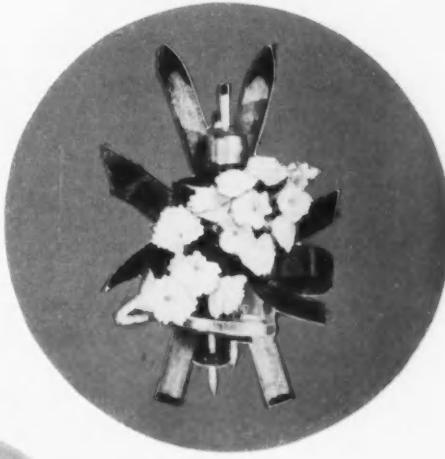
Lelong

BOTANY: A floral motif appears on the new packaging of these lanolin items. Rose is the shade used for one cream jar and lavender for the other.



Botany

PARFUMS CHARBERT: A new lapel gadget is Ski Boutonnire which has a flacon of perfume fastened to the tiny crossed skis and snowflowers.



Charbert

LUXOR, LTD.: Bouquet is the odor for the matched line of this firm, including cologne, dusting powder, bath crystals, perfume and Savon Sachet soap.



Luxor

OLD SOUTH PERFUMERS: Reproductions of early American glass are used to package the new toiletries which may be obtained in two fragrances.



Old South

# desiderata

*Comment on interesting new chemical developments and their application in the creation and manufacture of toilet preparations*

by MAISON G. DENAVARRE



**Perfumed Movies**—By now a lot of people have seen their first perfumed movie, just as I have. Wondering what went through their minds, several were questioned as to their reactions. Some confused the odor with the usual theater spray and were wondering what sort of "stink" was being covered up. A number were neither impressed nor disappointed. Some felt that the anticipation was better than the realization. Some thought it was swell. Some were disgusted . . . said it smelled like cheap perfume. "Wonderful" said one!

Realizing fully the natural difficulties associated with such a project, my own impression was that the odors used were poorly chosen. They did smell cheap. They lacked nicety. Yet one had to marvel at results of the air conditioner's job of clearing the air of one aroma and making it ready for the next. It was neatly done. But the perfumer, to my way of thinking, fell down on the job.

Think of the possibilities in the idea! Tons of perfume compounds could be used annually . . . if the perfumer's job was as well done as the engineer's job. It can be done. But take care, *Mister Perfumer*, or you may jeopardize a brilliant future for yourself.

**All Purpose Mixer**—Every manufacturer has dreamed of the kind of mixer that would not only mix but

grind as well. Up until recently, it was nothing more than a pipe dream. But no longer so. It is here, a combined mixing and mild milling action of such quality that you can make 10 per cent—yea, 20 per cent—dispersions of solid pigments such as zinc oxide without running the cream through a milling machine as you used to do. Oh, happy day! Imagine making a deodorant cream, for example, emulsifying and withdrawing from the mixer completely milled. It *IS* something. Of course, you have to know the angles in handling the machine. . .

**Scoop!**—The next year is going to see a lot more of the *liquid* trend in cosmetic creams. Are you prepared?

**Poor Quince**—If you are one of the people who recently bought some quince only to find that it produced a very thin mucilage, then you can dry your tears. Touch up the quince mucilage by mixing it with as much 2 per cent sodium alginate mucilage as you require to bring up the viscosity. You can count on the alginate to maintain the viscosity too. It is being done by some mighty good people. That is an angle, too. Stretch your quince by cutting the quantity in half and touching up with sodium alginate to get the required viscosity. Your present quince stock may go a long time.

Speaking of quince, guard your

stock to prevent worm infestation. Store in drums in such a manner as to permit access to air, but place sufficient quantities of chloroform in the drum to kill any insects. Chloroform fumes being heavy will remain in the drums even though air is circulating slowly. Replenish the chloroform from time to time. Sealing the drums air tight may lead to moulding of the seeds if they contain any moisture—and they usually do. Anyway, that is the way we have been doing it in the pharmaceutical laboratory for years and it has been very successful.

**Oil of Cade Troubles**—Everyone using oil of cade has had trouble with color. Not only does the product vary in its natural color so that you have to doctor up the tint of the finished product, but it also contains, in colloidal-like suspension, a black tarry insoluble sludge that should really be drained off after settling by the supplier. Once in a while, something goes wrong and the stuff isn't settled. In turn, a poor batch shows up in your place. Instead of losing sleep and getting all *het* up, just let the stuff settle in the container as long as possible, preferably a couple of weeks, and use the clear portion. Then raise *hell* with your supplier. Buyers of bargain-priced oil of cade have no squawk, coming, but the boys who pay out the premium do-re-mi have a bona-fide grievance that the supplier is only too glad to settle.

**Preservatives**—Many a guy has found himself in trouble because he placed too much reliance on one preservative. The universal preservative has *NOT* been found. Each has its limitations, a fact every wise supplier will admit readily but all suppliers have not been so discreet. Thus sodium benzoate and salicylate are effective in larger quantities than the respective acids. The acids are ren-

dered much less effective if used in alkaline media. Methyl p-hydroxy benzoate may be used in all media. In the past few years, the domestic product has, for one reason or another, been stepped up in effectiveness. It is supposed to be the same chemical compound of perhaps even greater purity. Whatever the reason, the present product coming from one supplier in particular is more effective than the same ester a few years ago. Butyl p-hydroxy benzoate, a much more potent substance against molds, does not work in all cases. So check your product for stability to mold before sending it out to the trade. You will be glad that you did.

**Prefixation of Alcohol**—A lot of perfume houses are going to find themselves in a jam before Christmas because the heavy buying is going to run them out of perfume stock. Raw stock may hurt sales badly. You can overcome your problem in part by using the information contained in THE AMERICAN PERFUMER Bulletin on Prefixation of Alcohol, available free to subscribers as another plus service. Start treating some of your alcohol now. Some of the prefixers work amazingly well. Anyway, it is worth trying.

**Petrolatum—White or Yellow?**—The refiners of petrolatum have been breaking their necks to produce a pure white "pet" and all for what? Most manufacturers don't buy the pure white because it costs too much, they say. And now they are finding out that by using still deeper colored petrolatum, the resulting creams need not be tinted—not that many creams were tinted. The fact is that tinting a cold cream, for example, is a headache from start to finish if you have to use dyestuff. So, brother, investigate the colored stock and save yourself a few bucks along with forgetting your headaches.

**Best Wishes**—To all readers of this feature, I extend my best wishes for a full realization of the Joys of the Season. It has been a pleasure to answer the hundreds of letters received from readers and it is hoped that during 1941 all these people and more will let me hear from them.

It is hoped also that the new year will bring increased activity to every member of the industry.

## QUESTIONS & ANSWERS

### 324. Lipstick Stains

*Q: Can you give me a formula for a product that would dissolve lipstick stains or clean it off the rim of beer glasses? If you could help us in any way in this problem, we'd appreciate it very much.* M. H., Wash.

*A: The only way you could remove lipstick stains off the rim of beer glasses is to either dip them into some powerful solvent such as Trichlorethylene or to use a solution of wetting agent and a brush.*

### 325. Solid Brilliantine

*Q: Please send directions for making a solid brilliantine and toilet water.* F. S., Puerto Rico.

*A: A toilet water may be made by incorporating two ounces or more of perfume oil in a hydroalcoholic solution containing from 75 to 85 per cent alcohol. The perfume oil is readily obtainable from any of THE AMERICAN PERFUMER advertisers. Solid brilliantine will vary in composition, depending upon the effect desired. In some cases, a short fibered petrolatum is all that is required, while in others a long fibered petrolatum may work out best. The petrolatum may be tinted and perfumed and found satisfactory in this form. A more oily product is obtained by melting together 55 parts of petrolatum, 20 parts of ceresin and 25 parts of light mineral oil. Color and perfume to suit.*

### 326. New Emulsifying Agent

*Q: Where can we purchase monoethanolamine sulfite, and what percentage do you use to replace sodium sulfite? Can sodium carbonate and borax be used along with it?* F. V., S. C.

*A: Monoethanolamine sulfite is a new material recently announced in THE AMERICAN PERFUMER. The name of the sup-*

plier has been sent to you by letter. This new material contains approximately 35 per cent of the sulphur dioxide found in sodium sulfite and hence from this point of view it would take almost three times as much to give you the same sulphur dioxide content in your permanent waving solution. The other alkalies may be used to suit your requirements. No specific recommendations can be given because a great deal is dependent upon the quality and texture of hair to be waved, whether chemical or electrical heating is to be used and if the waving is to be done by the spiral or croquignole method. Hence it is impossible to give you specific information. (Editor's Note: Monoethanolamine sulfite as it is supplied is a 60 per cent solution of the chemical substance in water, containing from 18 to 19 per cent sulphur dioxide.)

### 327. Shampoo Cream

*Q: We are examining a shampoo cream of light green color of about the consistency of cold cream. The moisture and fatty acid content is given on the enclosed analysis. The fatty acids do not separate readily when a water solution of the shampoo is acidified, and there is a tendency for the shampoo to foam in acid solution. A good test for sulfates was also obtained. Can you advise what the composition of this product might be?* K. O., Utah.

*A: It is quite probable that the shampoo cream contains, in addition to soap, a considerable proportion of wetting agent. This accounts for the foaming of the acidified solution and for the sulfates present. We suggest that you obtain THE AMERICAN PERFUMER Bulletin on Wetting Agents, which lists the different products available in commerce and includes methods of formulating various shampoos.*

# AIDS TO BETTER PRODUCTION

by RALPH H. AUCH, A.B. C.H.E.

## COUNT MAINTENANCE IN ON INCENTIVE PLAN

As production lines speeds are increased to figures deemed impossible of accomplishment as recently as ten and even five years ago, the "down" time becomes more and more a problem. Likewise, as such lines become more highly mechanized and the equipment correspondingly more complex, proper and prompt maintenance is ever more important.

The roving group of mechanics available to give corrective attention to equipment, as, when and where required on any line, still is used by many plants. Others have a designated man or group to service each production line with no other assigned duties or perhaps they may do some bench work or the lubricating or both when not busy doing corrective maintenance.

Each scheme has its advantages and disadvantages. Whichever plan is employed, the constant objective, of course, is to minimize the "down" time—the periods when the line is shut down for repairs and out of production.

One plant recently visited has seen fit to include the maintenance group in its wage incentive plan. Inquiry disclosed that the added earnings of the group members ran from a 6 to 15 per cent of their base rate of pay, with an average around 11 per cent. Experience to date with this plan has been excellent and it appears to be a splendid place to drop a few pay-roll dollars where they do a lot of good.

## THE PLANT AND ITS EQUIPMENT

Recently an invitation was accepted to visit a beautiful new plant and it was little short of shocking to observe that new equipment was quite conspicuous by its absence. The battered old water still had done, gracious knows how many, years of yeoman service in the old plant. The tube filling equipment, long since obsolete and operated at a needlessly excessive labor cost, was turning out mediocre packages. The liquid filling assembly line that happened to be trying to keep up with a sales drive was laboriously working two shifts, whereas a modern line running at only 76 containers a minute could have turned out far neater, more uniformly filled packages in one shift at materially lower costs.

Other plants have been visited where the physical

plants have been quite old but kept in good state of repair. The equipment was modern, of the best and suited to the work at hand. Still a few others have come under observation for which money has been spent like water on both the plant and its equipment, where such outlays could not possibly be economically sound.

For a bread bakery or a soft drink plant with a small radius of sale to be so lavish, may be justified on the basis of sales value. For a cosmetic plant with national distribution to follow such tactics suggests that an individual is bent on erecting a monument to himself or a management group has a collective exaggerated bump of ego. For example, how perfectly safe stair rails can be torn out and replaced with expensive ornate ones, or how serviceable wash room fixtures under ten years old can be torn out bodily and replaced with more costly ones, is beyond comprehension.

Industrial plants generally appear to veer to one side then to the other, to a feast then a famine, whether considered individually or collectively. Our industry is right out front among such offenders as suggested above. Certainly there must be some middle ground that may be trod consistently in lush years and in lean.

## No Dislocation of Business

DISLOCATION of the nation's normal business as a result of the defense program is not necessary, according to W. L. Blatt, president of SKF Industries and deputy commissioner, National Defense Advisory Commission.

Every effort is being made to superimpose the emergency program on top of normal production, he declared, pointing out that such a procedure is feasible since there is a vast reservoir of labor and considerable unused manufacturing capacity available.

Expressing the belief that within two years every employable person would have a job, Mr. Blatt set the national income at 90 billion dollars when the full industrial machine is at work. He emphasized the significance of this figure to producers of consumer goods. He also urged business men to "keep their feet on the ground," continue their daily business, and take with "a large grain of salt" rumors and alarms put into circulation with a view to "undermining confidence in persons of authority, upsetting price levels and labor conditions" and generally spreading confusion and panic throughout all segments of the population.

The new emphasis that is being placed on productivity is one of the most encouraging aspects of the defense program.

He also stressed the need for an abiding faith in advertising as industry's chief "line of communication" and he urged the maintenance of this line in war or in peace.

The government is studying means of preventing a repetition of the economic effects which followed the conclusion of the World War.

THE AMERICAN PERFUMER

# Flavors

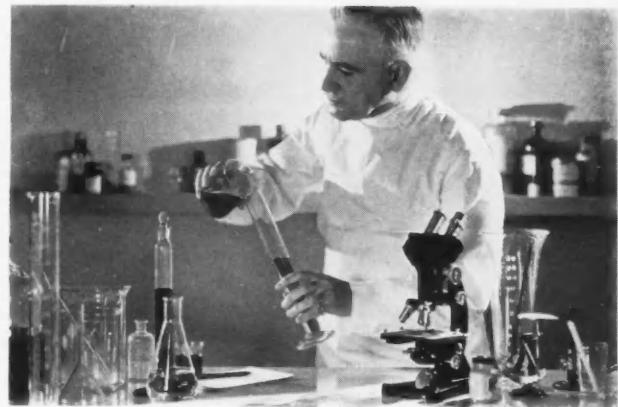
INDUSTRY SECTION



*A section designed to chronicle the activities and to epitomize the spirit of energy,*

*the new viewpoint and the desire of the flavor products industry to be in the fore-*

*front as ways improve and methods change*



## COUMARIN IN IMITATION VANILLA

*Colorimetric method without distillation gives reasonable accuracy for quick determination of coumarin*

by JOHN B. WILSON\*

DURING the past few years the physiological effects of coumarin and its degradation products in cured hay gave rise to the need for a precise method for the determination of coumarin for the use of the plant physiologists who have been conducting breeding experiments on grasses with a view to eliminating this constituent from this type of forage. This need has now been met by the work of several investigators. Clayton and Larmour (1) appear to have been the first to suggest the use of the color produced by coupling coumarin with diazo-*p*-nitroaniline in alkaline solution for this purpose although the original work on this condensation was reported by Mitchell (2), and the same color used by Chakravati (3).

After a thorough investigation Roberts and Link (4) published a method for the determination of coumarin, melilotic acid, and coumaric acid in plant tissue. Duncan and Dustman, whose steam distillation method for coumarin (5) was published several years ago, have revised their procedure and are now (6) substituting a modified form of the Roberts and Link procedure for the actual colorimetric measurement of coumarin for their previous

\* Contribution from the Beverage Section of the Food Division, Food and Drug Administration, U. S. Department of Agriculture. Presented at the Annual Meeting of the Association of Official Agricultural Chemists, and reprinted through courtesy of the Association's Journal.

color test and recommend the distillation method for the determination of coumarin in vanilla.

The writer desired to find a quick method for the determination of coumarin in imitation vanilla, which according to trade practice may contain from 0.05 to 0.20 per cent of coumarin, with vanillin in proportions ranging from 0.10 to 0.70 per cent, or even more on occasion. As the official method for coumarin (7) is somewhat tedious, and as Duncan and Dustman (6) have shown that at least two and sometimes three steam distillations under reduced pressure are needed to completely recover added coumarin from vanilla products, the writer sought to use colorimetric procedure without distillation.

#### EXPERIMENTAL

Solutions of vanillin and coumarin were prepared of such strength that the colorimetric test could be applied to different quantities of each, either alone or mixed in varying proportions. The test of Duncan and Dustman (6) was applied, and it was found that both substances give a color to the naked eye. However, with the assistance of P. A. Clifford of the U. S. Food and Drug Administration the writer found that when the several solutions were examined in a spectrophotometer designed by Clifford and Brice and the proper filter used, coumarin could be determined even in the presence of vanillin. It was also found that filter No. 49 gave the best spread over a workable range with coumarin and at the same time registered the least interference from vanillin.

As it had been recorded by Duncan and Dustman that vanillin interferes with this colorimetric determination, the first experiments were made with increasing quantities of coumarin and with a quantity of vanillin five times as great as the maximum quantity of coumarin. This is a ratio frequently found between these two flavoring ingredients in imitation vanilla. The results of this experiment are given in Table 1.

TABLE 1—Measurement of color intensity of coumarin-diazo-p-nitraniline

Vanillin in 50 cc.	Coumarin in 50 cc.	Reading Filter No. 49 After— 2 hrs.	After— 24 hrs.
mg.	mg.	mm.	mm.
3	0.0	3.5	9.8
3	0.1	25.5	31.5
3	0.2	48.5	54.8
3	0.3	72.2	78.3
3	0.4	94.4	99.4
3	0.5	125.0	128.6
3	0.6	off scale	

Results in all cases are the average of 5-10 individual readings.

The data in Table 1 indicate that quantities of coumarin up to 0.5 mg. in the aliquot used may be determined with the spectrophotometer even in the presence of vanillin and that the color deepens somewhat on standing for 24 hours.

The next experiment was to ascertain the effect upon solutions of the same coumarin content of varying the proportion of vanillin. As 0.3 mg. of coumarin appears to be the mean of the workable

range, this quantity was used, and the vanillin was varied from 0.0 to 10.0 mg., which last quantity is 33 times the quantity of coumarin present. The data are given in Table 2.

TABLE 2—Effect of varying proportions of vanillin on coumarin determination

Coumarin in 55 cc.	Vanillin in 50 cc.	Reading Filter No. 49 After— 2 hrs.	After— 24 hrs.
mg.	mg.	ratio, 1 to—	
0.3	0.0	72.9	80.4
0.3	0.5	71.5	80.2
0.3	1.0	71.1	80.9
0.3	1.5	70.3	81.7
0.3	2.5	70.1	79.8
0.3	4.0	68.8	80.8
0.3	5.0	71.7	82.1
0.3	7.5	71.1	83.7
0.3	10.0	71.5	88.0*
		Av. 71.0	81.2

\* Omitted from the average.

As heliotropin (piperonal) is sometimes used in imitation vanilla, the effect of this substance was tried in a similar manner (Table 3).

TABLE 3—Effect of varying proportions of heliotropin on coumarin determination

Coumarin 50 cc.	Heliotropin in 50 cc.	Reading Filter No. 49 After— 2 hrs.	After— 24 hrs.
mg.	mg.	ratio, 1 to—	
0.3	0.0	75.9	80.2
0.3	0.0	76.2	80.7
0.3	5.0	76.0	80.2
0.3	10.0	76.4	80.4
0.3	15.0	76.6	80.6
0.3	20.0	77.5	80.3

These two experiments show that neither vanillin nor heliotropin has a deleterious effect upon the determination of coumarin by the procedure recommended.

Experiments were then conducted to determine the applicability of a clarification procedure such as is used in the Folin-Denis colorimetric method for vanillin. Since it was evident that the addition of sodium carbonate as a reagent in the colorimetric method for coumarin would cause a precipitate with any residual lead acetate, it was decided to remove the lead with sodium oxalate before applying the color reaction. In order to increase the range of reading in the spectrophotometer it was decided also to increase the quantities of reagent. The method given below was tried out.

#### COUMARIN IN IMITATION VANILLA

REAGENTS, Standard coumarin solution.—Dissolve 0.1000 gram of pure coumarin in 10 cc. of alcohol and dilute to 100 cc. with water. To prepare a solution of coumarin containing 0.1 mg. per 1 cc., dilute 10 cc. of the standard solution to 100 cc. with water.

Lead acetate solution.—Dissolve 50 grams of neutral Pb acetate and 50 grams of basic Pb acetate in hot water, dilute to 1 liter, cool, and filter.

Sodium oxalate.—Anhydrous.

*Sodium carbonate solution.*—Dissolve 5 grams of anhydrous  $\text{Na}_2\text{CO}_3$  in water and dilute to 500 cc.

*Solution A:* Dissolve 0.7 gram of *p*-nitraniline in 9 cc. of HCl and dilute to 100 cc. with water.

*Solution B:* Dissolve 5 grams  $\text{NaNO}_2$  in water and dilute to 100 cc.

*Diazonium solution.*—Chill a 100 cc. flask and Solutions A and B to about  $3^\circ \text{ C}$ . in a refrigerator or cold room or in chopped ice. Pipet 5 cc. of each solution into the flask, mix, and let stand in refrigerator 5 minutes. Add 10 cc. more of Solution B, return to the refrigerator for 5 minutes, then fill the flask to the mark with ice-cold water. The solution is ready for use in 15 minutes but must be discarded after 24 hours.

#### PREPARATION OF GRAPH

Place 1, 3, and 5 cc. portions of coumarin solution (1 cc. = 0.1 mg.) in as many 100 cc. volumetric flasks and add enough water to bring the volume to 20 cc.; add 10 cc. of  $\text{Na}_2\text{CO}_3$  solution and heat on a water bath at  $85^\circ$  for 15 minutes or in a boiling water bath for 5 minutes. Allow the solutions to cool gradually; when they have reached room temperature, add 10 cc. of diazonium solution to each, fill to the mark with water, and mix. Let stand 1.5-2.0 hours and read in a spectrophotometer, using a No. 49 filter and a  $\frac{1}{2}$  inch cell. Plot the results on coordinate paper so that the quantity of coumarin can be read in terms of grams per 100 cc. of the original sample.

#### DETERMINATION

Pipet 5 cc. of imitation vanilla into a 100 cc. volumetric flask, and add 75 cc. of tap water and 5 cc. of Pb acetate solution. Fill to the mark with tap water. Mix, and filter through a folded filter. To the filtrate add 0.2 gram of anhydrous Na oxalate and dissolve in the filtrate by rotating the container. After the reagent has dissolved completely, rotate again for a few seconds, let stand at least 5 minutes, and filter through a 11 cm. S & S filter 589.

Transfer 5 cc. of the filtrate to a 100 cc. volumetric flask and treat in the same manner as were the standards used in preparing the graph. The final solution has been subjected to a dilution of 400 times if the quantities recommended were used.

The above procedure was applied to a set of imitation vanillas of known composition. The results given in Table 4 were obtained.

The data in Table 4 show that results of reasonable accuracy can be obtained when the colorimetric method for coumarin is applied to imitation vanilla clarified with lead acetate and that the distillation with steam under reduced pressure, as recommended by Duncan and Dustman, may be dispensed with when quick determination of coumarin is desired.

When the method was applied to several vanilla extracts purchased on the open market, the readings obtained showed substantial amounts of coumarin when there was no indication of its presence from the taste or odor of the extract. Further work should be done to establish the composition of the substance in the vanilla that gives a reaction similar to that of coumarin under these circumstances. The data given in this paper clearly show that the error obtained on vanilla extract is not due to vanillin as was reported by Duncan and Dustman. The pro-

portions of coumarin indicated by this method as being present in the true vanilla samples were 0.057, 0.035, 0.09, 0.03, 0.038, and 0.04 gram per 100 cc. It will be remembered, of course, that the

TABLE 4—*Coumarin in imitation vanilla*

Vanillin	Coumarin	Vanilla Extract	Caramel to Color	Coumarin Found
g./100 cc.	g./100 cc.	cc./1000 cc.		g./100 cc.
0.60	0.151	50	+	0.147
				0.152
				0.144
				0.058
0.65	0.050	40	+	0.064
				0.06
				0.174
0.70	0.175	60	+	0.164
				0.180
0.72	0.200	30	+	0.196
				0.204
				0.104
0.50	0.100	90	+	0.088
				0.110

official gravimetric method for coumarin frequently yields as much as 0.04 gram per 100 cc. of extract (8) that does not respond to qualitative tests for coumarin nor does the residue have an odor in any way similar to coumarin.

#### SUMMARY

The condensation of coumarin with diazo-*p*-nitraniline has been shown to be applicable to imitation vanilla when clarified with lead acetate solution, thus forming the basis of a quick method for the determination of coumarin in imitation vanilla.

True vanilla extracts have been shown to contain a substance, not vanillin, that yields color with the reagent, so that in the case of true vanilla the test should be applied to a distillate, as recommended by Duncan and Dustman, before it may be concluded that this ingredient has been added to the vanilla.

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- (2) MITCHELL, *J. Chem. Soc.*, 87, 1229 (1905); 89, 15 (1907).
- (3) CHAKRAVATI, *J. Indian Chem. Soc.*, 8, 503 (1931).
- (4) ROBERTS and LINK, *J. Biol. Chem.*, 119, 269 (1937).
- (5) DUNCAN and DUSTMAN, *Ind. Eng. Chem. Anal. Ed.*, 6, 210 (1934).
- (6) ———, *Ibid.*, 9, 416 (1937).
- (7) *Methods of Analysis*, A.O.A.C., 1935, p. 306.
- (8) WILSON and SALE, *Ind. Eng. Chem.*, 16, 301 (1924).

#### Tapered Bottle for Extracts

THE Home Makers Guild of America was commissioned by the Owens-Illinois Glass Co. to make a nation-wide survey on flavoring extract packaging.

Three sample bottles were submitted: one, a tall panel bottle; the second, a straight-sided oval and the third, a tapered oblong bottle. Samples two and three were of identical height; all contained three-quarter ounce of pure vanilla extract. The tapered bottle was preferred.

## Vanilla Concentrate and Oleoresin

*An anonymous answer to F. J. Kessler's letter printed in the November issue*

**I**N the October issue of THE AMERICAN PERFUMER, there appeared an article on "Making Pure Vanilla Extracts." The article pointed out that pure vanilla extracts made from pure vanilla concentrates and oleoresin vanilla were equivalent in every way to pure vanilla extracts made by direct percolation of the beans.

This opinion has been termed erroneous by Mr. E. J. Kessler who points out that extracts made from concentrates and oleoresin lack quality, as compared to direct percolation extracts because of "losses which unavoidably must occur in the course of their manufacture." It is believed that a controversy of this kind is based on individual preference and taste rather than scientific facts. The sense of odor and taste is variable to such a degree that an authoritative opinion concerning them cannot be rendered.

It would be quite possible to compare vanilla extracts made by direct percolation from the same kind and quality of beans and still have contrary opinions regarding their respective merits even among experts. This condition exists because not all vanilla extracts made by percolation of the same quality of beans are alike, either in flavor or aroma. In fact, there are a great many consumers who prefer an imitation vanilla extract made with vanillin and coumarin to a pure extract whether made from beans, oleoresin or a pure concentrate.

It is quite true that extracts made from oleoresin as compared to those made by direct percolation do lose, in odor, some of the delicate "top-note" or "bouquet." But when a percolated extract is used in a finished product such as a cake, it is very probable that this "top-note" volatilizes or "bakes out" because of the cooking temperature. The available flavor of a percolated extract in the finished product would be quite close then to the flavor of an oleoresin extract because both have lost their delicate "top-note." The resinous matter or body that remains in the cake as flavor should then be about equal. The difference in quality of the flavor, in this condition, assuming that both types of extracts were made from the same quality beans would be quite hard to detect. The process of making oleoresin vanilla has developed and improved rapidly in recent years and very excellent products now can be obtained, and also very inferior products.

The federal ruling states that an oleoresin extract must be labeled as such; but the fact still remains that such an extract when containing the proper amount of oleoresin does meet the standard test for vanilla extract and, from the standpoint of cost, a standard extract so made would be cheaper and allow for greater profit than the percolated extract. The use of the oleoresin also eliminates the problem of wondering whether a batch of beans has been completely exhausted after the extract is finished. When we consider the high price of beans

today, this becomes food for serious contemplation.

Regarding extracts made from vanilla concentrates (not oleoresins), this writer is aware of a product that, when diluted down to standard strength extract, produces an extract that is very similar to the percolated variety. The aroma is so close that only an expert could detect the difference. However, in practical taste test compared with a percolated extract in ice cream, cake, fudge, etc., the diluted concentrate was selected, in many cases, as being superior to the comparative percolated variety. The process used in manufacturing this concentrate, which cannot be divulged here, has been developed to such an extent that none of the fine bouquet is lost. Mr. Kessler made a very excellent summation of this controversy in his book entitled "Practical Flavoring Extract Maker." On page 42, in referring to the use of oleoresin vanilla in making vanilla extract, he states: "Balancing advantage against disadvantage, it must be said that they offer the smaller manufacturer a convenient and easy way of making a fair grade of true vanilla extract."

## Seizures by F. D. A.

**D**URING the month of October, the Food and Drug Administration seized 1406 bottles of imitation lemon extract not labeled as imitation and not containing a statement of the quantity of contents and 530 bottles of orange beverage not labeled as an imitation product. Under the deceptive packaging provisions, 419 bottles, in cartons, of lemon extract and 419 bottles, in cartons, of vanilla extract, both of which were contained in bottles having thick walls and bottoms and packed in cartons unnecessarily large for the bottle size, also were seized.

## Solvent for Certified Color

**A**DVICE of the Food and Drug Administration was asked as to whether it is permissible to use dibutyl phthalate as a solvent for certified color to be used in cosmetic preparations.

The Administration answered as follows: We assume that you wish to use this substance in the manufacture of a coal-tar color mixture for coloring cosmetic preparations. Such a substance would be classified as a "diluent" under the coal-tar color regulations. Section 135.06 of these regulations requires that diluents used in the manufacture of coal-tar color mixtures intended for coloring cosmetics be harmless and suitable for such use.

This Administration will not refuse certification of EXT. D&C colors because of the use of pure dibutyl phthalate as a diluent for such color provided the concentration of color in the mixture is such that the dibutyl phthalate will not comprise a substantial proportion of the finished cosmetic. Final decision in the case of any particular batch of color will, of course, be made when batches containing dibutyl phthalate are submitted to the Administration for certification along with the required accompanying information.

## THE SENSE OF TASTE

*Taste of a flavor allied with odor,  
one factor complementing the other*

by J. A. BOUTON

THE real value of a flavor is dependent upon the sensation it produces in the mouth of the consumer. This sensation can be either pleasant, in which case it is enjoyed, or unpleasant, in which case it will not be enjoyed. It is also possible for a flavor, such as the flavor of Limburger cheese, to be unpleasant to some people but very delicious to others. The medium through which a flavor is transferred to our sense of taste also plays an important part in our final judgment of a flavor. To illustrate, let us again use Limburger cheese as an example. As it is usually presented, this cheese is of a very soft, creamy texture which would, in itself, in most cases find favor. It is very probable, however, that if a beverage bearing the odor and taste of Limburger cheese were presented, it would not find favor. In the latter case, too much of the flavor would be revealed to the sense of taste because of the liquid nature of the flavoring medium, whereas in cheese, the soft, creamy texture seems to blend in with the flavor and after the first taste sensation has deadened produces a full, rounded, sharp taste which would be lacking in the beverage.

The taste of a flavor is closely allied with its odor and one factor complements the other. The basic or fundamental taste sensations, such as sweet, salt, bitter and sour are usually not accompanied by odor except in the case of some acids which smell sour or some bitter principles which have an astringent odor. Most flavors are combinations of these basic elements of taste and as such present both an odor and a taste. Usually a flavor that comprises a combination of the four basic sensations of taste is designated as aromatic, although this term is for the most part generic.

In general, a flavor, such as an imitation fruit flavor in candy, will impart only an aromatic or fruity taste. The sweetness or sourness of the candy will depend on the candy raw materials, such as dextrose (sweetness) and citric acid (sourness), or in some types of candy salt (saltiness). The ingredients of candy, in addition to the flavor, produce the desirable flavor of the candy. Not to be overlooked is the special taste which the process of cooking imparts to the candy. This cooked taste gives candy an extra bouquet. The extra flavor due to the cooking process can be detected easily when a comparison is made between a piece of candy and a beverage when both are made from the same ingredients (sugar, water and acid) and flavor. The candy will have an extra flavor that the beverage will not have. The beverage, on the other hand, will present the flavor more easily because it allows the flavor to be transferred to the taste buds in the mouth much more quickly.

The sense of taste is an individual thing and it varies with individual preference. It is an impossibility to produce a flavor that will be pleasing to everyone. The important point to be considered is to present an harmonious mixture that will be pleasing to the majority. As a rule most flavors comprise two definite tastes. One is termed the "first taste" and the other, the "after taste." The blending of the two present the "rounded" or "full" taste. In general, it is advisable for a flavor to present only the "full taste," wherein it is so well blended that no one factor predominates over the other.

### MEAT TASTE AND PUNGENT TASTE

Sugar in its many different forms imparts the sensation of sweetness and helps to modify and give body to the other components of taste. It also has the faculty of adding nutritive value to a product, and much is being made, and with good reason, of the energy value of dextrose—a definite type of sugar. The sour taste is usually attributable to acids, and this taste is very little used by itself except when accompanied or modified with sugar. Sourness, however, produces a refreshing and stimulating effect desired by many people. The salt taste of course is a necessity for digestive reasons but finds very little use outside of foods and in some types of candy. Bitterness usually acts as a stimulant for appetite, and its use is generally accompanied by sugar. In recent years effort has been made to incorporate two other primary sensations of taste along with the sweet, sour, bitter and salt. These are the meat taste and the pungent taste. The latter is attributed to peppers and various spices; the former, as its name implies, to meat.



Inspiration and knowledge play important roles in culinary concoctions but a chef depends on taste for final approval

## Facts and Figures

**Flavor Ingredients from Abroad**—Many users of essential oils and allied products are making every effort to obtain supplies of the oils which they need and which they know to be affected by conditions abroad. We hope that the users of flavors do not overlook the fact that the flavors they buy are in some cases made with raw materials that are also affected by the war. It is time for you to investigate your source of supply and find out whether the flavor you are using is affected as far as the ingredients used in it are concerned. If it is, you had better stock up just as you would on your oils. This will insure you against getting a flavor for which the formula had to be changed because one or more ingredients can no longer be obtained. Better stock up before it is too late.

**War Gas**—A very interesting article on the importance of men with good noses appears in *Time*, November 18. The article deals with the training of army officers at the Chemical Warfare School in Baltimore. They receive a thorough training on how to identify various gases by their odor. They must learn that mustard gas smells like garlic, Lewisite like geraniums, and phosgene like musty hay. *Time* sums up the article thus: "No man has yet devised a war gas that is odorless. Until someone does, the nose of a battalion gas officer, sharpened at Edgewater, will still be the No. 1 defense against gas."

## Soda Water Flavor Labeling

AMONG the highlights of the address of Dr. J. W. Sale, senior chemist of the Food and Drug Administration, on "Soda Water Flavors" at the recent meeting of the National Manufacturers of Soda Water Flavors were the following:

The labeling of soda water flavors that are made in part from fruit flavor and in part from artificial flavor is a common question. It has long been the position of the Administration that when an artificial flavor characterizes the finished article, even though present in small amount when compared with the amount of true fruit flavor, the article should be labeled as, for example, "Imitation Strawberry Soda Water Flavor."

However, there have come on the market fruit flavors made from a large proportion of fruit, namely, 25 to 45 pounds of fruit per gallon. These are fortified with plant extractives or essential oils. We do not believe that flavors of this type are necessarily imitation fruit flavors and have not objected to a name such as "Strawberry Flavor Reinforced with Natural Flavors," all words in the name being displayed with equal prominence. The name should, of course, be followed by an appropriate list of ingredients in the order of their importance as, for example, "Strawberry Flavor, with small amounts of St. John's Bread, oils of orris and sage." There should also be listed on the label the names of the solvents. Probably flavors of this type

are more generally used to flavor gelatin desserts rather than bottled sodas, but they may also be used for the latter named products.

The labeling of so-called cloudy soda water flavors, the cloud being due to the use of weighting oils, emulsifying ingredients or fruit pulp is also a problem. The applicable provisions of the new Act are sections 402 (b) (3) and (4) which deem food to be adulterated if, among other things, inferiority has been concealed in any manner, or if any substance has been added thereto or mixed or packed therewith so as to make it appear better or of greater value than it is. Each product of this type is dealt with on its individual merits. It is a question of fact whether or not inferiority has been concealed or whether the article has been made to appear better or of greater value than it is. We so advised a manufacturer recently, and upon receipt of our letter, he shipped to us three flavors and asked us to advise him what we considered the facts were in these particular cases. One sample had a deep green color and an odor of lime oil. It was slightly cloudy or turbid. Another one was dark red in color and had an odor of orange oil. It was quite cloudy. The third sample was bright yellow in color, had a lemon oil odor, and was slightly turbid. When these flavors were made up into finished beverages, with the addition of sugar and water in the proportion of one part of the flavor to fifty parts of finished beverage, the resulting products were transparent or nearly so and had the appearance of ordinary bottled sodas rather than of fruitades.

We therefore advised the manufacturer that in our opinion the use of artificial color in these products did not result in the concealment of inferiority or making the articles appear to be of greater value than they actually were.

Not all flavors can be so easily diagnosed as were these three. On the other hand, some flavors impart to the finished article such an appearance of actual fruit juice content that we can say without hesitation that the artificial color or the weighting oils or the emulsifying ingredients or the fruit tissue, or two or more of these substances unquestionably conceal inferiority and make the articles appear better or of greater value than they are and cause them to be adulterated under Section 402 (b) (3) and (4) of the Act.

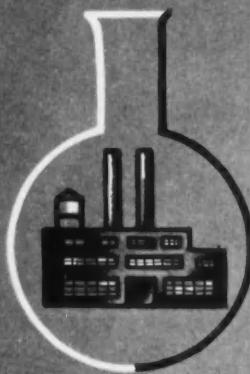
## Vitamin Products

THE initial stage of the controversy as to whether vitamin products are properly "food" or "drugs" ended with the termination on November 1 of the hearing relative to regulations for labeling special dietary foods under section 403 (j). It is possible that the Food and Drug Administration will take the position that vitamin products are both "food" and "drug," depending upon the representations made. We have a parallel case on "drugs" and "cosmetics" wherein its recommended use places same under either "drug" or "cosmetic."

THE AMERICAN PERFUMER

# Soap

INDUSTRY SECTION



*A section devoted to the manufacture and sale of toilet and laundry soap and soap products covering new raw materials in soap making and new uses for old raw materials, as well as new processes and developments*



Without injuring leather, saddle soaps remove dirt, grease

## SADDLE AND LEATHER SOAPS

*How to make leather cleaners and soaps to supply growing demand from various sources for such products*

by PAUL I. SMITH

HERE are literally hundreds of recipes for preparing saddle soaps; indeed, in the good old days almost every saddler had his own very personal formula, perhaps handed down from his great grandfather. Although it might seem that with the disappearance of the horse from our streets there would be no further use for these specialty soaps, this would be incorrect as horse riding is becoming more and more popular and in some states the automobile has not entirely displaced the horse.

Many of these old saddle soaps were very crudely made, evil smelling pastes containing a harmful excess of free alkali. In spite of these disqualifications, however, one must admit that they achieved their purpose and apparently enjoyed reasonable popularity in their particular circle. The object of a good saddle soap is to remove the dark grease and dirt that gets absorbed and mechanically worked into the pores of the leather without injuring the grain or causing discolorment of the natural tan color. It should, however, be pointed out that some patchiness of color after treatment with soap is extremely difficult to avoid but, provided it is not too obvious, no complaints can be legitimately put forward.

A writer in *Seifensieder-Ztg.* 63, 1001 (1936) gives some useful data concerning the production of saddle soaps. The instructions for a batch are as follows: Melt together 14 parts of palm oil and 1 part light colored rosin. Saponify the melted fat by the half-boiled process with 7 parts of caustic soda solution 38 deg. Bé. Then stir in 35 to 40 parts of water, 5 parts of lime-free glycerine, sp. gr. 1.23-1.24 and 0.2 part of talcum. Run into forms to set. The writer recommends the addition of 1 to 2 per cent beeswax. Thomssen and Kemp give this identical formula in their book on "Modern Soap Making".

#### HOW TO MAKE LEATHER SOAPS

The following formula was recommended some time ago to the writer:—

10	parts tallow.
5	" olive oil foots.
1½	" light colored rosin.
6	" caustic soda 38.6 Bé (33% NaOH).
34	" water.
4	" glycerine.
2	" hexalin.
1	part marble dust or French chalk.
1	" beeswax or montan wax.

The fats and rosin should be properly saponified by the half boiled process with the alkali dissolved in as little water as possible. When the fat is saponified, the glycerine, wax and fine abrasive should be added and stirred in well. When the soap has cooled down to about 120 deg. F., the solvent can be added and the mass well crunched or mixed to insure perfect emulsification. It is advisable to mix the hexalin with a little strong soap solution before adding it to the mass, as this insures better emulsification.

The writer considers that the addition of hexalin or tetralin to the ordinary saddler's soap formula is a very great asset, as it helps materially to remove grease and filth from leather. A very useful soap may be made by adding five per cent hexalin and one per cent Bentonite or other good clay to a well prepared borax soap containing one per cent free borax. This preparation is easy to prepare and gives good results.

#### LEATHER CLEANER

An interesting formula for a leather cleaner is given by Shell Development Co. in a Canadian Pat. No. 375,213. This cleaner is made by subjecting pure commercial oleic acid containing iron, to the chemical action of tannic acid under conditions to form iron tannate and to reduce the concentration of iron in the oleic acid to less than 0.001 per cent. The treated oleic acid is separated from the iron tannate saponified to form a dry cleaning soap and mixed with a dry cleaning solvent.

Good results also can be obtained by adding a suitable solvent to an amine soap prepared from triethanolamine and stearic acid. The use of one of the chlorinated solvents or hexalin and tetralin is recommended although, of course, the straight petroleum distillates give reasonably good results.

## Notes and Comments

**Unsaponifiable Lanolin Compounds**— The unsaponifiable compounds separated from lanolin now are being recommended for inclusion in special high grade soaps because of their unusual hydrophylic properties. Various mixtures have been suggested which consist of cholesterol and cholesterol esters, particularly cholestryll laurate and stearate and also cholesterol and white wax. Cetyl alcohol also may be employed advantageously in conjunction with cholesterol or its esters. Apparently, these compounds mix well with soap, provided, of course, that they first are emulsified thoroughly in an appropriate vehicle. A method which gives good results is to stir the additive into ten times its bulk of petroleum jelly and then to make of this an emulsion by adding water and passing through an homogenizer. It is advisable to add an emulsion to the soap rather than to add the cholesterol-mix directly to the soap base. The filled soap may be colored or perfumed in the usual way without fear of any deleterious effects. There is as yet no evidence that cholesterol esters, which are the real hydrophylic agents, have any accelerating effect on rancidity, but data may be available later. The writer is of the opinion that cholesterol esters may be particularly useful in the production of special germicidal soaps as they would tend to increase the absorption of the curative agents by the skin and also their penetration.

**Hand Cleaning Compounds**— Increasing use might well be made of sulphonated oils in the preparation of hand cleaning compounds for use in factories, garages, etc. They possess useful cleansing properties and, unlike harsh alkalies, do not act as cutaneous irritants. According to Klauder and his collaborators (*Arch. Derm. and Syph.* Vol. 41, p. 331), formulae made up of different combinations of sulphonated olive oil, sulphonated neat's foot oil, gelatin and liquid petrolatum and one containing sodium lauryl sulphate are proposed as soap substitutes and apparently give good results. Sulphonated olive oil seems to be preferable generally to sulphonated castor, although the latter gives quite good results. Great care must be taken to see that the abrasive used in mechanics' hand soaps is not too harsh, otherwise this factor alone may be a definite contributory factor in promoting skin trouble. For special domestic cleaning preparations, use can be made of mixed solvents rather than single solvents, such as cyclohexanone glycerin which, when mixed with soap, is completely soluble in water. For instance, dibenzyl ether, which possesses excellent solvent power for fats, has been used in association with cyclohexanone glycerin. It is claimed that this solvent has the advantage of being practically non-volatile at normal temperatures and possesses only a very mild odor. On the other hand, it is known to be unstable and readily oxidized to benzyl aldehyde and, finally, benzoic acid. The writer considers that mixtures, such as butyl glycol, methyl cyclohexanone and cyclohexanone glycerin, are well worth consideration for addition to soaps to possess

marked solvent properties. It is of interest to note that methyl cyclohexanone has the unique property of loosening inherent rust spots and soaps may be prepared, consisting of a neutral base marble dust, sulphonated oil and the solvent, with excellent properties of rust cleaning. Such a soap is very useful for treating clothes marked with rust stains. The soap has not, of course, drastic action on the fibres as is the case with the usual de-rusting solution of hydrofluoric acid; in fact, the cyclohexanone soap is completely harmless. In any consideration of solvents for addition to soap, the following factors should be taken into account:

1. The solvent must possess the desired ability to dissolve fats, paints, etc.
2. Its odor must be slight.
3. Its boiling point must be sufficiently high to prevent evaporation and loss when the solvent is incorporated in the soap.
4. Stability must be good. In other words, the solvent must not break down into simpler and often acidic derivatives. If this does happen, the efficacy of the special detergent is naturally greatly reduced, discoloration of the soap is also likely to take place and probably the corrosion of the metal container, if the compound is a liquid one or paste.

### Increasing Fabric Wearability

THAT the wearability of fabrics may be increased by glycerine is indicated by the description of a new process in which the well-known softening qualities of glycerine in textiles are again brought to the fore by Hilbring (*Klepsig's Textil-Z.* 42:719, 1939).

To achieve this, fabrics which are brittle and lack fats are treated by machine with fats, oil or glycerine. The machine can be so regulated that 100 kilograms of the fabric may be treated with varying quantities, ranging from 200 to 2000 grams, of glycerine or other material. In addition to improving the wearability of the fabrics, such glycerine treatment is said simultaneously to improve the feel of the material.

### Upholstery Cleaner

A PRACTICAL formula for an upholstery cleaner which will lend itself to a variety of uses, especially in keeping up the reception room appearance, is given in the latest government publication on "Washing, Cleaning and Polishing Materials."

Pure olive oil soap	2 oz.
Pure cocoanut oil soap	2 oz.
Hot water	3 gal.
Glycerine	4 oz.
Borax	1 oz.
Ethylene chloride	2 oz.

Dissolve the soaps in the hot water, then add the glycerine and borax. When the solution becomes lukewarm add the ethylene chloride.

Before using this preparation, a trial should be made on a small, inconspicuous area and care should be taken throughout that the fabric does not become any wetter than necessary. It is advocated

that the solution be applied sparingly to a square foot or so at a time, by means of a soft brush, cloth or sponge, using a quick, light stroke to create fluffy suds over the area. To prevent too deep penetration, the suds should be quickly wiped off, or pressed off with a dull knife. The rest of the soap is removed by applying clean cloths wrung out of warm water. The use of a vacuum cleaner with a rubber hose attachment is also suggested.

### Abrasive Hand Soap

MECHANICS, painters, laborers and other workers will find practical usefulness in a simply compounded abrasive hand soap containing glycerine. This soap removes dirt, grease, grime and paint rapidly and effectively while the presence of the glycerine prevents undue irritation to the skin. It can readily be made from:

Packaged soap (chips)	100 parts
Water	200 "
Pumice or fine sand	150 "
Sodium silicate	10 "
Glycerine	10 "
Perfume	5 "

This basic formula may be varied to suit individual requirements.

### Marking Paint for Boxes

AN inexpensive, easily prepared marking paint for all kinds of shipping containers can be made from:

Gum arabic	10 parts
Soda ash	1 part
Glycerine	1 part
Water	40 parts
Lampblack or pigment, as needed.	

### Specialty Lubricants

VERY frequently, because of their deleterious actions, or because they do not stand up under particular conditions, the use of ordinary lubricants are not feasible. In such cases, glycerine-containing lubricants are widely advocated. The following lubricant, which is insoluble in organic solvents is typical:

Anhydrous glycerine	25 gm.
Dextrin	7 gm.
d-Mannitol (C.P.)	3.5 gm.

Mix together to form a thick paste. Heat carefully with constant stirring until the solids are dissolved and the solution just begins to boil. Allow to cool, with occasional stirring. Viscosity is increased by adding more dextrin; to make the lubricant more fluid, add glycerine. Greasiness is increased by mixing in added quantities of mannitol.

This product has excellent lubricating qualities, body and adhesiveness suitable for most purposes. The lubricant is unaffected by a large number of solvents, including benzene, carbon bisulfide, carbon tetrachloride, cyclohexane, nitrobenzene, petroleum ether, toluene, xylene, etc.—Meloche and Fredricks, *J.Am.Ch.Soc.* 54: 3264, 1932.

# New Products and Processes

## Colloresin

A specially prepared methyl cellulose which is water soluble when properly manipulated, known as Colloresin, is offered by the General Drug Co., 170 Varick St., New York, N. Y. With it, it is stated, a jelly can be made which is of value to the cosmetic and pharmaceutical industries as it is comparable in viscosity to Tragacanth jelly. Samples and full information will be sent on request.

## Antiseptic Agent

Moldol has many uses in antiseptics and disinfectants because of its unusual bactericidal value, according to Pfaltz & Bauer, Inc. The phenol coefficient of Moldol in accordance with the Rideal-Walker test against B typhosus is 140 in aqueous solution and 40 in soap solution, it is stated. It is indicated as a personal antiseptic in combination with caustic soda or soap. Further details about it will be sent on request.

## New glass cleansing service

A striking example of how glass vials may be used to advantage for marketing many liquid products economically and efficiently is given by the lens cleaning set of the Tom-Kon Co. of Indianapolis, Ind. The set was developed for the economical and efficient cleaning of lenses for opticians and other applications where glass, mirrors and lenses must be kept clear and sparkling. The set comprises eight Kimble glass vials made by the Kimble Glass Co., Vineland, N. J., containing the concentrated cleansing fluid, a service table atomizer, a glass mixing container and a glass liquid extractor with bulb. Each vial makes one pint of filmless.



Lens cleansing outfit includes glass vials

cloudless lens cleanser. The mixing container and the table atomizer are made by the Owens-Illinois Glass Co. The cleansing fluid is equally practical for home as well as other use and the Tom-Kon Co. is marketing a package for that purpose.

## Labeler to cut operating costs

The new improved E-Z labeler is a boon to manufacturers who sell their products in glass bottles and jars, regardless of the size and shape of the label or container, according to the Mandel Products Co., the manufacturer. The simple machine may be operated by any inexperienced worker, it is pointed out; it takes up little room and may be moved from place to place, thereby eliminating the necessity of transporting bottles and risking breakage. According to the maker's description, it takes only a few minutes to set the machine to a particular size of bottle and label; and with it 30 units per minute may be labeled with uniformity and neatness. Further details about the labeler as well as complete information about the ten days' free trial may be had on request.

## Fluorescent acetate plastic

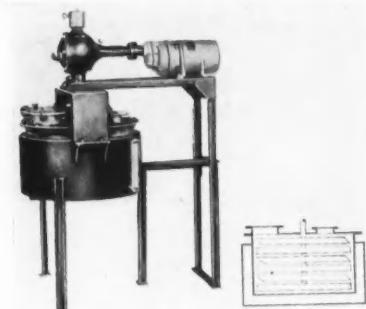
The possibilities of fluorescent Plastic cellulose acetate plastic, made by E. I. du Pont de Nemours & Co., for creating attractive packages are well illustrated, the company points out, in the Christmas tree package of Parfumerie de Raymond. A cylindrical glass perfume bottle set in a plastic base and topped by a plastic star forms the tree trunk. The whole is given an illuminated effect by the fluorescent material which consists of a single strip worked into curves in the tree.

## New paste and heavy fluid mixer

A new mixer for pastes and heavy fluids, which is said to incorporate a number of features indicating a wide range of applications where the problem of mixing, dispersing and processing thick fluids, viscous slurries or heavy pastes is likely to give trouble, is announced by L. O. Koven & Brother, Inc.

The central shaft carries a series of flat, stainless steel mixing blades with

alternate blades vertical and the rest alternately set at approximately 45 degrees from the vertical. The six mixing blades are about a half inch apart. This is said to result in thorough mixing due to the action of the off vertical blades in throwing material upward into the path of the ver-



New stainless steel mixer for pastes and heavy fluids has wide range of applications

tical blades and the close clearance of succeeding blades. Quick opening swing bolts on the manhole for charging provide for pressure or vacuum in service. The entire mixer is steam jacketed for operation at high temperature; and a thermometer indicates the temperature of the mix. Further details about the new mixer will be forwarded on request.

## Stock boxes for repackaging

To meet the demand of department stores and other retailers for repacked merchandise, United Container Co. has developed corrugated boards in various weights, sizes and colors. By means of a new printing process, six colors may be printed economically in a single run. In this way a complete line of stock boxes may be printed in patterns similar to holiday wrapping papers. More details are available on request.

## Light weight straight ladders

Ladders weighing only one pound per lineal foot, which are said to be strong enough to support heavy workmen, are offered by the Aluminum Ladder Co. Sizes up to 16 in. wide and 20 ft. long with or without safety shoes are offered. Full information is available for the asking.

## Chemical laboratory glassware

The coefficient of expansion of the new ultra low expansion glass developed by the Corning Glass Works is so low it is stated that it may be

plunged red hot into ice water without damage. A small pilot plant is making beakers, crucibles, flasks and tubes out of the new glass for use in chemical laboratories. The new glass is called Pyrex Vycor laboratory glassware. Further information may be had by writing.

## New Catalogs

**Vials boost sales**, according to an attractive illustrated folder issued by Glass Industries, Inc., 10 W. 33rd St., New York, N. Y. In it, more than two dozen different types of miniature bottles and vials are illustrated as well as the brooch and bracelet, the new patented mist spray, the glass perfume filler and other specialties made by the company. The closure on the vials and miniature bottles is patented and combines a band of rubber to prevent leakage, screw threads and an elongated tip of stopper. A copy of the catalog will be sent to anyone interested.

**Synthetic specialties**, offered by Schimmel & Co., 601 W. 26th St., New York, N. Y., are described adequately in a six-page folder which will be sent to anyone interested. At this time when manufacturers are faced with the necessity of using substitutes, these synthetics will be of interest. They are not, it is pointed out, imitations made up under the stress of the present emergency but are carefully synthesized products already on the market. They include synthetic floral oils, aromatic bases and essential oils.

**Solvents** manufactured by the Commercial Solvents Corp. are described in a most convenient way in a 116-page plastic bound, pocket-sized catalog which will be sent to any one interested. The solvents range from acetone to triethyl phosphate and of course include ethyl alcohol and its derivatives. All told, 43 different solvents are described with specifications, properties and uses of each. A summary of properties of major products, shipping containers, net contents and minimum carload weights is also included. The catalog also includes the nitroparaffins, new materials for the chemical industry commercially produced after five

years of research. They are important as basic raw materials for chemical synthesis. Four basic nitroparaffins are now being produced. From these a number of interesting derivatives will soon be on the market.

**The Truth about Salesmen**, plus complete facts about the 1941 Push Book based on actual experience of hundreds of selling concerns over a ten-year period, has been issued by Belnap and Thompson, Inc. It is disclosed that 20 per cent of salesmen are "pushers" and 80 per cent are "wishers." Accordingly, the Push Book was created to provide manufactured incentive necessary to stimulate the 80 per cent. The 1941 Push Book is developed about the new opportunity theme: "America—the land of opportunity." Details of the Push Book for 1941 and the service that accompanies it also are included in this booklet which will be sent on request.

**Crystal clear plastic**, known as Plexiglas, one of the acrylic resins manufactured by Rohm & Haas Co. in sheets and rods, is fully described in a 44-page booklet which will be sent to anyone interested. Plexiglas, it is stated, is one of the hardest acrylic resins and is a colorless, transparent thermoplastic solid. It may also be had in a number of colors transparent and translucent ranging from delicate tints to deep shades. It is claimed to be more transparent than optical glass. Its chemical, electrical and physical properties and its various applications are described and there is a short chapter on Crys-talite molding powders and a table of Plexiglas properties.

**Today's vital tax saving** possibilities, a concise explanation of the lawful tax savings that can be made in the light of existing conditions under the new law and an explanation of the new tax law, are the subjects of two booklets published by Prentice-Hall Inc. Both point out the value of the 1941 federal tax course which the company offers.

**The story** of modern industrial weighing is told in a striking broadside recently issued by the Exact Weight Scale Co. Features of the scales are explained and it is stated that 50,000 firms and individuals use these scales. A copy is available.

## Books to Aid You

**HANDBOOK OF CHEMISTRY AND PHYSICS.** Twenty-fourth edition. Edited by Charles D. Hodgman, M. S. and Harry N. Holmes, Ph.D. 5 x 7½ in., 2581 pages. Chemical Rubber Publishing Co. 1940. Price, \$3.50.

This standard reference work has been extensively revised and enlarged affording an up-to-date, a comprehensive and an authoritative source of classified scientific data. Under the editor-in-chief, 164 editors and collaborators representing 90 educational institutions and 21 outstanding industries prepared this useful work. There are five general divisions: Mathematical tables; Properties and Physical Constants; General Chemical Tables; Heat, Hygrometry, Sound, Electricity, Magnetism and Light; and Quantities and Units, Conversion Tables and Miscellaneous Tables. The important table on physical constants of organic compounds consisting of 520 pages has been changed from paragraph form to tabular arrangement. Over 300 new organic compounds have been added making the total number over 9000. A 65-page table on physical constants of industrial organic compounds is an entirely new feature. A complete cross index of 31 pages enables the user to locate any data readily.

**PERFUMES AND SPICES.** A. Hyatt Verrill. 6x9 in., 304 pages, illustrated. L. C. Page & Co. 1940. Price \$3.

In a popular, fluent style, the author gives the sources and history of spices, soaps and perfumes and explains their uses and the processes by which they are manufactured or prepared. Instead of endeavoring to cover all exhaustively, the author accentuates the little known facts about spices, soaps and perfumes. Among the 19 chapters are: Spices and What They Are; Spices of the New World; Perfumes Past and Present; How Perfumes are Made; Synthetic and Artificial Perfumes; Beautifiers and Cosmetics; Cosmetics and What They Are; Soap in the Making. The appendix contains a fairly complete list of all terms used in connection with spices, soaps, cosmetics and perfumes with definitions. Numerous drawings and photographs are used to illustrate the book.

## AMONG OUR FRIENDS

► Montgomery St. Alphonse, vice-president of W. J. Bush & Co. (Canada) Ltd., Montreal, Canada, has returned from a visit to New York, N. Y., where he was in conference with R. Righton Webb, general manager of W. J. Bush & Co., Inc.

► A. F. H. Payne who was associated for many years with the Gulf Oil Corp., Pittsburgh, Pa., has joined Sherwood



A. F. H. Payne

Petroleum Co., Englewood, N. J., as general sales manager. Mr. Payne is well known in business circles and is well informed in petroleum products; and for those reasons his friends bespeak for him much success in his new work. The

Sherwood Petroleum Co. recently celebrated its twentieth anniversary in its new plant.

► Edward H. Little, president of Colgate-Palmolive-Peet Co., New York, N. Y., celebrated the thirtieth anniversary of his wedding in Denver, Colo. In 1910, Mr. Little was in a Denver sanitarium receiving treatment for tuberculosis. Defying his doctor's orders, Mr. Little left his bed to marry Miss Suzanne Trezevant of Memphis. She nursed him back to health and in 1913 he began working for the company of which he is now the head.

► Paul and Pierre Wertheimer of Bourjois Inc. and its subsidiary companies of Paris, France, are now in the United States making their headquarters at the office in New York, N. Y.

► Ferdinand Weber, treasurer of George Lueders & Co., has returned from a vacation trip to Mexico and Latin America.

► Winthrop M. Crane, Jr., president of Crane & Co., Dalton, Mass., manufacturers of fine bond paper, who has been a director for many years of Dodge & Olcott Co., New York, N. Y., recently was elected a director of the Guaranty Trust Co., New York.

► John J. Toohy of E. R. Squibb & Sons was elected chairman of the Drug, Chemical and Allied Trades Section of the New York Board of Trade at the first meeting of its newly-elected

executive committee, November 26. Rudolph F. Berls of McKesson & Robbins, Inc., was chosen vice-chairman; and Robert B. Magnus of Magnus, McCabe & Reynard, Inc., was re-elected treasurer.

► Maurice J. Sullivan was elected president of the American Can Co., December 3, succeeding the late Dr. Herbert A. Baker. Mr. Sullivan was born in Chicago in 1881 and his entire business experience has been in can manufacturing. He joined the American Can Co. in 1901 at the time of its organization when Norton Brothers of Chicago was one of the concerns merged to form the company. In 1923, he became vice president in charge of the Pacific coast interests of the company and also has served as a director since that date.

► Dr. Alexander Katz, chief chemist for Florasynth Laboratories, Hollywood, Calif., accompanied by his son, Leonard, has completed the Pacific Coast circle trip by airplane, visiting the company's branch offices in Seattle, Vancouver, B. C., San Francisco and Salt Lake City. Arrangements were completed also for opening another branch office in Portland, Ore., after the first of the coming year.

► Ira P. MacNair has been appointed chairman of the publicity committee for the 1941 D.C.A.T. dinner to be held March 13.

► Northam Warren, president of the Northam Warren Corp., Stamford, Conn., discussed the future of cosmetics in chain stores at the regional meeting of the National Association of Chain Drug Stores in New Orleans, La., November 8.

► W. A. Poucher of Yardley & Co., London, England, who is well known in the United States because of his contributions to *THE AMERICAN PERFUMER* and for his three-volume work "Perfumes, Cosmetics and Soaps," has recently published "Lakeland Through the Lens," an interesting book consisting of more than 120 camera studies and a chatty discussion of a ramble through the beautiful lake district of England. The photographs were taken by Mr. Poucher.

► Miss Elizabeth Arden, head of the house that bears her name, was a recent guest of the various department stores in Richmond, Va., which carry her preparations. Like many other executives, the time-saving features of air



Miss Elizabeth Arden arrives in Richmond, Va.

travel appeal to her and many of her trips are made in this way. The accompanying photograph was snapped as she disembarked in Richmond.

► Max Schmidt, representative for the Norda Essential Oil & Chemical Co. in Mexico City, Mexico, has returned home after spending ten days at the home office of the company in New York, N. Y., where he became personally acquainted with the staff there. Much of his time was devoted to studying odors in the company's laboratory with George Mann, chief chemist, and in becoming well acquainted with the company's products so as to better serve the firm's clients in Mexico. He also studied market conditions and the opportunity of developing business between the United States and Mexico. It was his first trip to the States in 20 years and was made by airplane from Mexico City to Brownsville, Texas, and thence north. Much impressed with the results of his visit Mr. Schmidt returned November 21 to Mexico City.



Max Schmidt conferring with George Mann

► W. A. Queen, Raleigh, N. C., has been elected president of the Assn. of Food and Drug Officials. E. L. Redfern is the new vice-president and George H. March, Montgomery, Ala., was re-elected secretary-treasurer.

► Roy L. Murphey has joined T. J. Holmes Co., Inc., Chartley, Mass., as sales manager, and will make his headquarters in the New York office, 122 E. 42d St., New York, N. Y. Mr. Murphey is well-known in the cosmetic industry as he was formerly sales manager of the atomizer division of DeVilbiss Co.

► Walter Lengsfelder, chemical engineer and chief perfumer for Polak & Schwarz, Zaandam and Hilversum, Holland, is now in the United States, making his headquarters with the American branch of the company in New York, N. Y., which is one of the principal offices of the concern. It will be of interest to the trade to know that Mr. Lengsfelder created the floral series known as "Longchamp" which includes at the present time muguet, lilac, hyacinth and honeysuckle, all of which are made with newly developed chemicals, and an entirely new rose is to be added in the near future. Many distinctive specialties, which were brought out by some of the more prominent perfumers of Europe, were developed by Mr. Lengsfelder. As the company is now situated, it is prepared to manufacture practically everything that hitherto came exclusively from its plants in Holland.

Mr. Lengsfelder who has been associated with the firm for eight years has been in Buenos Aires since last March, where he established a laboratory with the thought of later establishing a factory there. His stay, in the southern republic which was terminated a month ago when he came to the United States, was devoted to studying the needs of

manufacturers in South America and formulating plans to satisfy them.

The New York company under the direction of John Wynmalen and Emanuel Poons has made marked progress; and with the addition of Mr. Lengsfelder to the staff it is expected that before long many new developments of interest to cosmetic, flavor and soap manufacturers will be announced.

► William Schilling of the Norda Essential Oil & Chemical Co., New York, N. Y., has left Hewlett Point Park on the south shore of Long Island where he has been living for the last six months and is now residing in New York City again.

► Dr. J. V. N. Dorr, organizer and head of the Dorr Co., Inc., has been elected to receive the Perkin medal of the Society of Chemical Industry for 1941. The award will be made Jan. 10, 1941.

► George Miller, former general manager, is now president of Strong, Cobb & Co., Cleveland, Ohio. Following the resignation of T. S. Strong, Major C. H. Strong has been president for about a year.

► Eric Eichwald has joined Tersch Patents and Chemicals, Inc., 52 West Houston St., New York, N. Y., as chief chemist.

► Walter Long has been appointed purchasing agent for the W. G. Shelton Co., St. Louis, Mo.

► J. J. Casey, vice-president of Schnefel Bros. Corp., Newark, N. J., announces the appointment of C. W. Gardiner as advertising manager and R. C. Allen as sales promotion manager.

► Miss Ruth Laura Cantrell was inducted into the 20-year club of Magnus, Mahée & Reynard, Inc., New York, N. Y., at a dinner given for her by 30 members of the organization, November 8. Among the prominent members of the club are Percy C. Magnus, J. B. Magnus, Robert Magnus, William Fischer and George McGlynn. Miss Cantrell is the only member of her sex in the club.

► Samuel Antonow, formerly president of Vadco Sales Corp., Long Island City, N. Y., has been appointed general manager of the Mutual Drug Co., Chicago, Ill. He will also direct the wholesale drug concern's affiliate, Burroughs Brothers Mfg. Co. of Baltimore, Md.

► Jacqueline Cochran, head of the cosmetic company bearing her name, three-time winner of the Clifford Burke Harmon trophy of the International League of Aviators as the outstanding woman



Aviation's first lady receives trophy from America's first lady. Col. Kerwood observes

flyer of the world, was recently awarded the trophy by Mrs. Franklin D. Roosevelt at a luncheon in Rockefeller Center, New York, N. Y. Col. C. W. Kerwood awarded the certificate.

► Charles Senior of Florasynth Laboratories, Inc., New York, N. Y., has returned from a business trip through the southern part of the United States.

► Robert Brown, Walter Johnson and William Springer have been elected vice-presidents of Bristol-Myers Co., New York, N. Y.

► Paul Strashun of Parfums Corday, New York, N. Y., has returned from a business trip abroad. He was quoted in the newspapers as saying that American women might as well forget about French perfume because there will be no more of it.

► Ralph Dorland of the Dow Chemical Co., New York, N. Y., at the November meeting of the Drug, Chemical & Allied Trades Section of the New York Board of Trade warned members to prepare for conditions which may be expected on the termination of war.

► John M. Olwyler, president of the Zone Products Corp., New York, N. Y., is chairman of the drug and pharmaceutical trade division of the U. S. Committee for the care of European children, an incorporated charity.

► George W. Merck, president of Merck & Co., Rahway, N. J., has announced plans for cooperation with the national defense program and for the protection and security of employees who are called in the draft. Although his company is included in the class of essential industries, the company states that it will not seek deferment of military service for employees except in cases where they cannot readily be replaced. In various ways the status of employees who may be called for service is protected. The company is now working on government orders.



Walter Lengsfelder, perfumer, at his desk



## EDITORIALS

### CHRISTMAS

CHRISTMAS in a war torn world comes to us this year tinged with sadness, with bloodshed and with suffering. If we strike the chords of peace and good-will the sound comes back to us as a strangely hollow and futile echo. But surely it is sheer blindness not to feel grateful for many things. By this we do not mean that we should be thankful because bombs are not dropping on us or that our ships are not being sunk or even for our unprecedented prosperity; but rather we should be grateful for the opportunity that almost alone is left to us to hold to our form of government and the American way of life. In a deeper sense, too, there is a responsibility on our industry to keep the torch of progress burning brightly, to maintain high standards and to develop new frontiers, because, for the time being, the destiny of the entire industry lies in our hands.

### FAIR TRADE MAY BE IN PERIL

FACTS disclosed by the report of the Federal Trade Commission on fair trade, which is expected early in the coming year, are likely to have a profound influence on future legislation.

Many assaults have been made on the principle of fair trade by admittedly powerful interests. Their arguments are ingenious. They refer to articles sold under fair trade as "price fixed" and claim that if it were not for fair trade all dealers would sell at lower prices. They even contend that fair trade laws stifle competition.

There is a strategic advantage in the fact that fair trade laws, which protect the right of fair minimum prices on competitive trade-marked merchandise, already are in force in 44 states. That came about only after years of hard, persistent effort; and now there is talk of repeal. While any special bill for repeal is likely to be lost in the welter of more urgent legislation before the next Congress, there is a possibility that the Miller-Tydings act may be swept away if the anti-trust laws are revised.

Fair trade laws do not establish mandatory rights. Any manufacturer who thinks that his market would be better served by minimum prices for his products can make use of fair trade contracts; if he does not, there is no obligation to use them.

More and more the conviction is growing among men who have given thought to the subject that fair trade laws genuinely serve the public welfare. Fair trade, uniform, minimum prices in effect afford a minimum wage to the retailer just as minimum wage laws afford a living wage to the laborer. Would anyone question the wisdom of that principle from a broad national viewpoint? Again, the shrewdest traders in the world are said to be the Arabs. Yet, curiously, their transactions are so honeycombed with trickiness and suspicion that their business as a whole suffers. The customer constantly is forced to pit his wits in a guessing contest with the seller or lose out in the transaction. As a result, many are reluctant to trade. Contrast that situation with the one under fair trade where each customer can go into any store with confidence and pay a known price. Which is more likely to encourage trading? Is there any substitute for confidence as a principle of good salesmanship?

Unquestionably, the fair trade contract method affords the simplest, the least expensive and the most workable system so far devised for manufacturers to protect their products and their retailers from ruinous price cutting competition. If the fair trade laws should be swept away it is highly probable that the right to establish minimum prices by any method at all would be seriously questioned.

### AN ESSENTIAL OIL

IN answer to the request for a definition of essential oil that would satisfy legal and customs requirements, about the best one so far received is that submitted by Mr. Montgomery St. Alphonse of W. J. Bush & Co. (Canada) Ltd. His definition is: "Essential oils are the volatile oils natural to the members of the vegetable kingdom."

# TURNER TUBES.



SMART

MODERN

DURABLE

UNIFORM

Manufacturers of  
**COLLAPSIBLE**  
**TUBES** since  
1898 •

COLORFUL

TURNER WHITE METAL CO., Inc. . . . New Brunswick, N. J.

# NEWS and EVENTS

## Indole made from coal and air now offered by duPont

Indole, made from coal and nitrogen from the air, is now being offered by E. I. duPont deNemours & Co. The new product is said to be equivalent in purity, strength and odor to previously imported supplies. Indole occurs in most natural floral odors; and is the ingredient giving natural jasmin its distinctive odor.

## Essential Oil Dealers Assn. to elect new officers

The annual meeting of the Essential Oil Dealers Assn. of the U. S. A. will be held January 9 at the Hotel Warwick, New York, N. Y., when new officers will be elected. Charles Fischbeck, president, will preside.

## British restrict sales of cosmetics to 25% of 1939 sales

War time restriction on the sale of cosmetics announced December 1, now effective, cuts the volume to 25 per cent of last year's figure, which means about two lipsticks and two boxes of powder a year each girl and a cut in the manufacturers' business from about £40,000,000 (\$116,000,000) annually to £10,000,000.

## Valdor Inc. and Don Juan Inc. assign for benefit of creditors

Valdor, Inc., and Don Juan, Inc., New York, N. Y., have made an assignment to Nat Otte, 220 Fifth Ave., New York, N. Y., for the benefit of creditors.

## To meet new regulations U.S. firms may establish Canadian plants

Important regulations affecting Canadian and United States' perfume, cosmetic and soap makers have come in force with issuance of the Dominion's new war-time budget. In order to conserve foreign exchange and increase the Dominion's trade with Great Britain, the following pertinent goods are barred from being imported in Canada from the U. S.:

"Soap powders, powdered soap, mineral soap, and soap; pomades, French

or flower odors, preserved in fat or oil for the purpose of conserving the odors of flowers which do not bear the heat of distillation, when imported in tins of not less than ten pounds each; perfumery, including toilet preparations, non-alcoholic, viz., hair oils, tooth and other powders and washes, pomatums, pastes and all other perfumed preparations not otherwise provided for, used for the hair, mouth or skin."

It is expected that many American firms without Canadian subsidiaries will establish factories in the Dominion, for many have large markets there and some have also contracted for newspaper and magazine advertising that is in the midst of schedule.

## Bulgarian otto of rose output about 1,600 kg., a record low

Reports from Bulgaria indicate that the 1940 crop of otto of rose is about 1,600 kg., a record low. The quality is said to be good. Large reserves of surpluses from previous years are held by the Agricultural Co-operative Bank of Bulgaria. The greatest problem is to market the oil.

## Larger yield of essential oils in Spain reported

According to the American Embassy in Madrid, Spain, the following estimates of this year's crops of essential oils have been made by responsible sources: spike lavender, 135,000 lb.; rosemary, 70,000 lb.; eucalyptus, 60,000 lb.; thyme, 24,000 lb.; sage, 14,000 lb.; pennyroyal 14,000 lb.; cade, 8,000 lb.; marjoram, 6,000 lb.; origanum, 6,000 lb.; orange, 3,000 lb.; fennel, 3,000 lb.; rue 700 lb.; lavender, 500 lb. and neroli, 120 lb. As a whole, the yield is larger than 1939.

## Dr. Sale speech features soda water flavors meeting

An address on labeling soda water flavors under the Food, Drug and Cosmetic Act by Dr. J. W. Sale, senior chemist of the FDA, was a feature of the thirty-fifth annual meeting of the National Manufacturers of Soda Water Flavors in the Netherland-Plaza Hotel.

Cincinnati, Ohio, November 12. A terse, informative review of all legislation affecting the industry in the last year by John S. Hall, attorney and secretary of the association, was an added feature.

New officers elected were: Dr. Clarke E. Davis, president; O. R. Randall, National NuGrape Co., Atlanta, Ga., vice-president; William H. Gast, Teonett & Co., Chicago, Ill., treasurer; and John S. Hall attorney and secretary. The new board of directors is composed of the following: Myron J. Hess, S. Twitchell Co., Philadelphia, Pa.; Thomas A. Deasy, John Mulhern Co., San Francisco, Calif.; Howard L. Jenks, Foote & Jenks, Jackson, Mich.; S. R. Casey, Blue Seal Extract Co., Cambridge, Mass.; and G. M. Chapman, Liquid Carbonic Corp., Chicago, Ill. The latter was the retiring president who presided at the meeting.

## Drug & Chemical Club Christmas party to be held December 23

The Drug & Chemical Club will hold its annual Christmas party on the afternoon of December 23. Dinner will be served at 7 p. m. The dinner committee is composed of W. D. Barry, Donald Bokee, William Bonner, Herbert Bye, Raymond Caverly, Richard Goodwin, J. C. King, Robert B. Magnus, G. H. Niemeyer, S. B. Penick, Jr., J. L. Smith and V. E. Williams.

## Expect Walter-Logan bill to be vetoed

By a vote of 176 to 51 the House of Representatives accepted the amendments added by the Senate to the Walter-Logan bill. With only nine members above a quorum present, the House wrote the final chapter, for the time being, to this highly controversial measure.

The bill now goes to the White House where a veto is believed to be certain. Under the 10-day constitutional period the President has until Dec. 16 to sign or veto the measure. Should the latter course be taken the President's position is expected to be sustained.

The House might succeed in overriding a veto but it is believed to be extremely unlikely in the Senate.



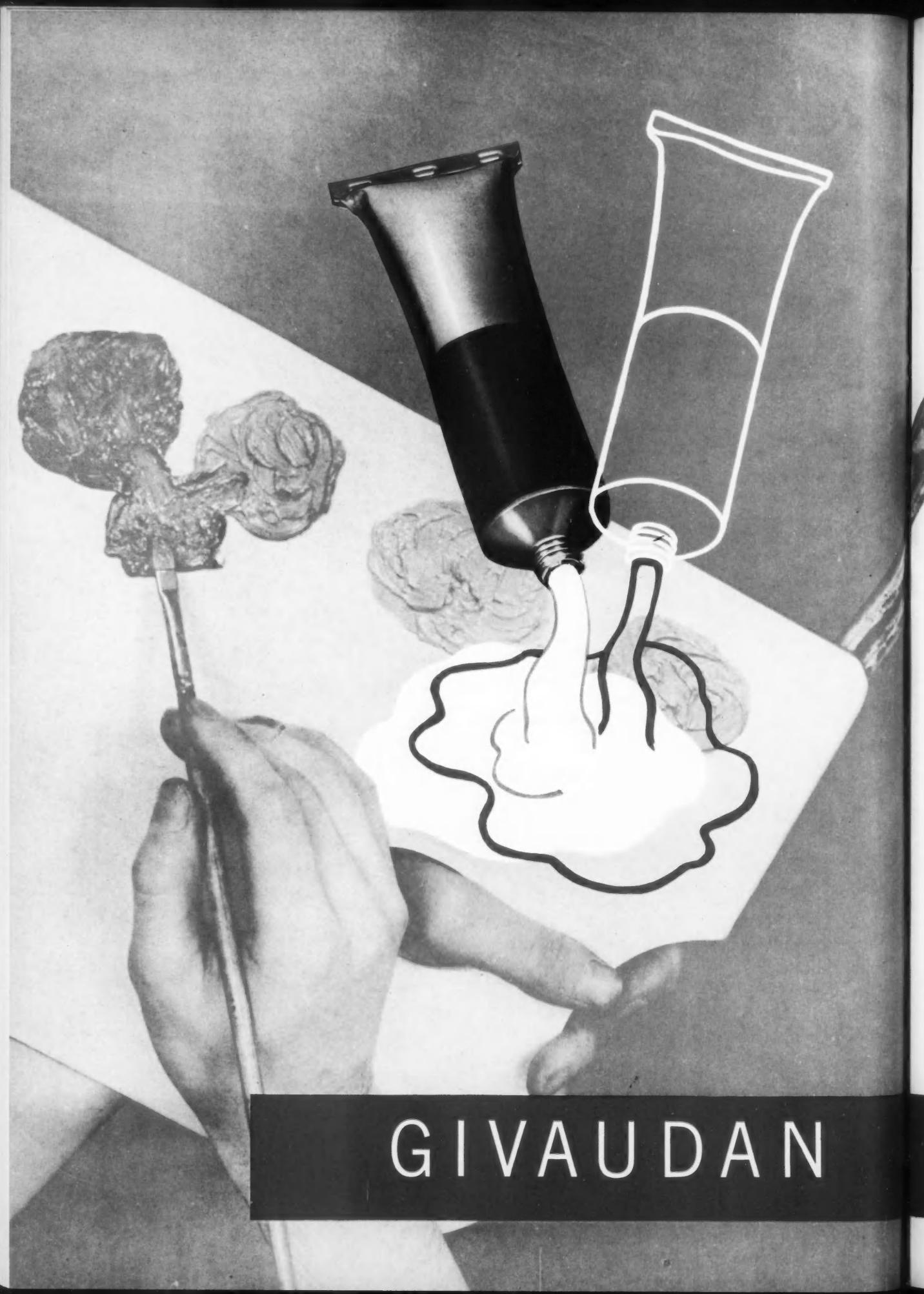
## PRODUCT APPEAL IS ENHANCED . . .

Rowell Paper Boxes, with their sturdy, always-trim appearance, lend themselves admirably to the sales success of the modern powder, perfume and toilet preparation.

Send us your specifications. We shall be glad to submit samples that will greatly enhance your product's appeal.

New York Office:.....SEWELL H. CORKRAN.....30 East 42nd Street.....Phone: Murray Hill 2-3447  
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Chicago Office:.....H. A. MICHEL.....Metropolitan Bldg.....134 N. LaSalle St.....Room 1421  
Chicago, Illinois.....Phone: State 4582  
Hollywood, Cal., Office:...MISS LOIS ARMSTRONG...6331 Hollywood Blvd...Phone: Hollywood 0111  
St. Louis Office:..THE DICK DUNN COMPANY ..Merchandise Mart Bldg...12th Blvd. & Spruce Street  
Phone: Central 3544  
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**E. N. ROWELL CO., INC., BATAVIA, NEW YORK**



GIVAUDAN

# THE GIFT OF SUCCESSFUL BLENDING

Just as the artist blends many colors to obtain a single outstanding effect, so does the perfume chemist blend odors to create a product with a unique and magnetic appeal. And, as with the artist, his success depends not only on his training and knowledge but also on his gift for sensing the right odors to be used — his "feeling" for the materials with which he works.

Givaudan's staff has demonstrated its ability to create new and unusual odors that meet popular demands in timely, effective ready-to-use compounds for perfumes, toilet waters, colognes, for powders, creams, lipsticks, for complete lines of cosmetics and for specially

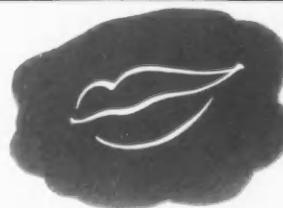
prepared products. Their success in the development of popular odors has been so outstanding that many leading perfumes and cosmetics on the market today are based on Givaudan products. Givaudan's knowledge of materials and special methods of producing them contributes constantly to economy in production and results in merchandising.

If you are considering adapting your lines to changing trends — in seasons or fashions — we invite you to call upon the experience and "blending gifts" of our staff. Outline your problem and ask us for suggestions. Samples of odors and specialties will be sent on request.

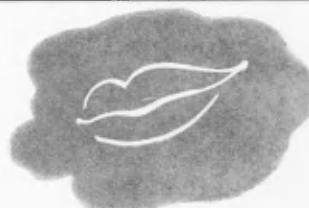
## HIGHLIGHT OF THE MONTH BROMOSOLV

Bromosolv is a 4% solution of tetra-brom fluorescein, the halogenated fluorescein most widely used in lipsticks for indelibility.

Bromosolv is new and revolutionary because it provides the lipstick manufacturer with a higher concentration of tetra-brom fluorescein in solution than has been available before. Because this coloring material is in solution it is more completely dispersed in the lipstick. This produces a color intensity approximately four times



BROMOSOLV SAMPLE



CONTROL SAMPLE

that of tetra-brom fluorescein dispersed in ordinary vehicles such as castor oil. Likewise, permanency of color is increased in direct proportion.

Examples of the color intensity developed by the same percentages of tetra-brom fluorescein in two lipsticks are shown above. In the BROMOSOLV SAMPLE, 2% of tetra-brom fluorescein

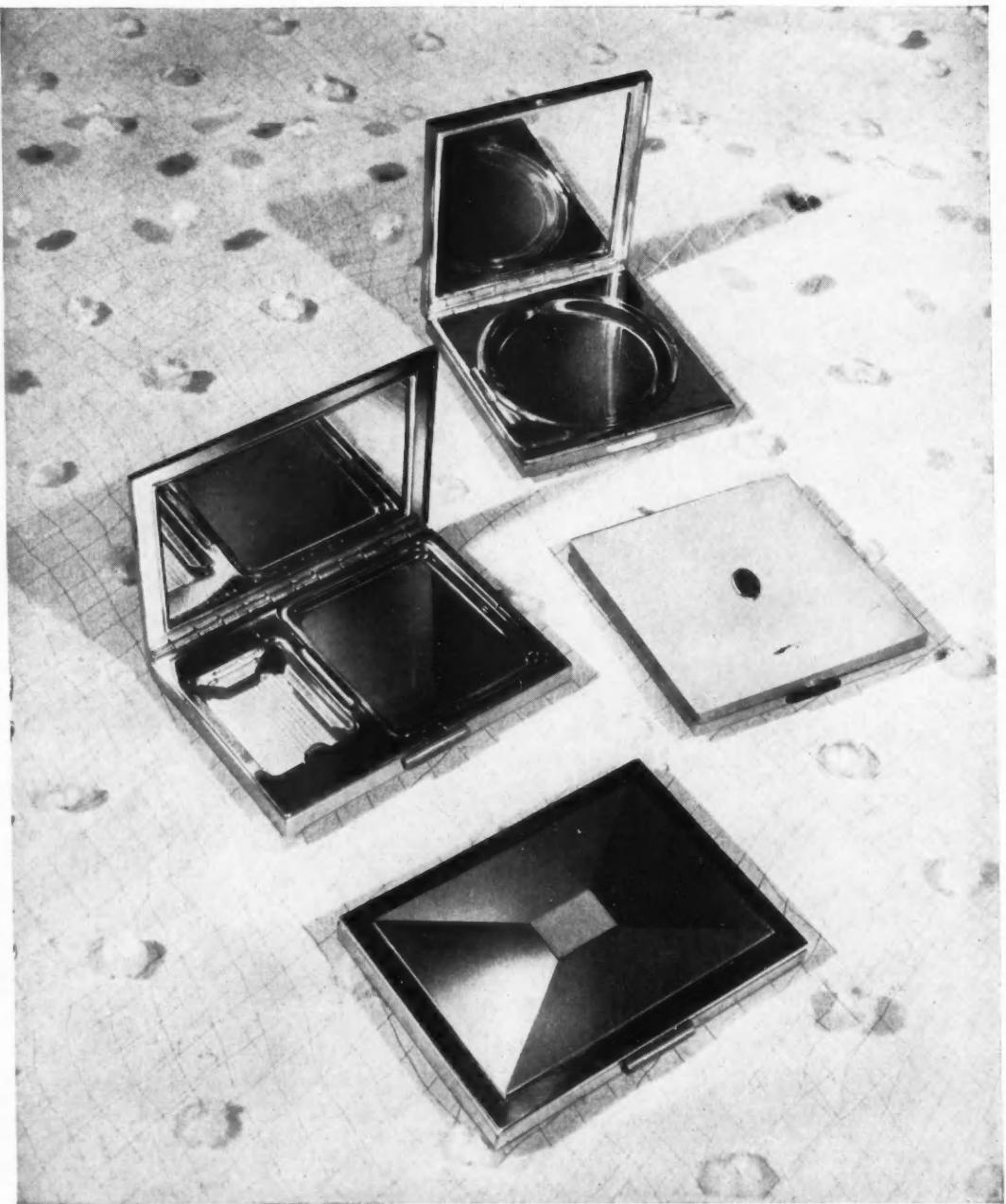
is secured through use of 50% of Bromosolv in the formula. In the CONTROL SAMPLE the same amount (2%) of tetra-brom fluorescein is dispersed in castor oil.

Details of interesting tests on Bromosolv, together with full information concerning its use, will be supplied promptly on request.

# DELAWANNA, INC.

330 WEST 42ND STREET, NEW YORK, N. Y.

EYEBROW PENCIL HOLDERS • BOTTLE CAPS • JAR CAPS • METAL NOVELTIES TO INDIVIDUAL REQUIREMENTS



## **Vanities BY BRIDGEPORT**

Bridgeport compact cases and vanities are outstanding for style and craftsmanship. Vanities such as these can be produced to specification to harmonize with any cosmetic line or color scheme.

**BRIDGEPORT METAL GOODS MFG. Co.**

BRIDGEPORT, CONN. Phone Bridgeport 3-3125 ESTABLISHED 1909

VANITY CASES • ROUGE CASES • PASTE ROUGE CONTAINERS • LIPSTICK HOLDERS (ALL TYPES) POWDER BOX CONTAINERS

### **Exemption from draft of men necessary in any business**

A registrant under the peace time draft will be included in the category of "necessary men" only when the following conditions exist:

1. He is, or but for a seasonal or temporary interruption would be, engaged in such activity.
2. He cannot be replaced satisfactorily because of a shortage of persons with his qualifications or skill in such activity.
3. His removal would cause a material loss of effectiveness in such activity.

In the World War certain industries were considered essential. Under the present regulations any useful or productive business which contributes to the employment or well being of the community or nation and is necessary to the national health, safety or interest is covered.

Occupational deferments will be given for stated periods of time for all necessary men in business or industry including training for such activity.

### **California Cosmetic Assn. members in sidewalk broadcast help industry**

Instead of holding the usual monthly meeting during November, members of the California Cosmetic Assn. were guests of the Columbia Broadcasting Co. Knox Manning, ace newscaster, served as master of ceremonies and a novel and interesting sidewalk newscast was conducted. All members of the association were interviewed and later a tour was conducted through the studios of the Columbia Broadcasting Co. in Los Angeles and the association, incidentally, received the commercial on Mr. Manning's nightly broadcast that evening.

The accompanying photographs show the members of the association assembled at station KNX of Los Angeles; Mr. Manning interviewing Douglas Budd of the Constance Bennet Cosmetic Co. and Mr. Manning interviewing Miss Elsa Schreiber of the Belcano Gordon Co.

The novel nature of the meeting appealed very much to the members and it was recognized that the publicity received over the air was an added asset to the already well earned prestige of the association. The California Cosmetic Assn. is one of the most enterprising associations in the industry and has done much to build up the industry west of the Rockies. In fact it has been claimed by well informed sources that more cosmetics are now sold west of the Rockies than in the rest of the country. Whether that is correct is not known definitely; but undoubtedly, proportionately, the Pacific Coast now con-



"On the air" was the program for the California Cosmetic Assn. in November when members were interviewed by Knox Manning, Station KNX, Los Angeles. Douglas Budd, Constance Bennett Cosmetic Co., and Elsa Schreiber, Belcano Gordon Co., were photographed during interviews at the "mike".

sumes more cosmetics than the rest of the country. The exhibits, the publicity and the other activities of the association have done much toward contributing to this interesting result. Miss Lois W. Armstrong is executive secretary of the association.

### **N. J. bill to prevent deception in packaged articles pending**

An act to prevent deception in the sale of commodities in package form, known as U. S. Senate bill 174, has been introduced into the New Jersey legislature.

As defined in the bill, commodities include foods, drugs and cosmetics in any type of container. It provides for seizure and for ultimate punishment of 90 days imprisonment or \$500 fine as a maximum.

The bill would place in the hands of the Department of Health of the State of New Jersey the arbitrary power denied it Aug. 8, 1939, at the time of the passage of the New Jersey Food, Drug and Cosmetic Act which became effective as of Jan. 1, 1940. The New Jersey weight and measure act as amended, passed in 1923, is uniform with the standards on weights and measures adopted by the United States in accordance with a joint resolution passed by Congress and approved June 14, 1836. (Practically all the states have adopted a uniform weights and measures act in accord with that of the United States Government.)

The bill is not needed as the present law covers sufficiently every reference contained in it. As the bill is scheduled for early consideration in the present session, manufacturers in New Jersey are urged to contact their representatives and senators in the state legislature to oppose the passage of the bill.



## U. S. Pharmacopoeia suggests problems for research

Subjects especially important as research problems, which if solved will assist the work of the revision committee of the U. S. Pharmacopoeia, have been suggested. Among them are the following: The sensitivity of the flame test for sodium in chemicals used as reagents; oil of cassia—tests and constants; oil of nutmeg—detection of pinene or redistilled oil of turpentine; and oil of peppermint—tests and constants; distinction between unrectified and rectified.

## Cosmetic credit men to hold annual get-together banquet January 17

The Drug, Cosmetic and Chemical Credit Men's Assn. will hold its annual get-together, entertainment and banquet at the Hotel Duane, New York, N. Y., on the evening of January 17. These affairs are marked by good fellowship and a surprisingly high type of entertainment which has appealed especially to guests as well as members.

Officers of the association for 1941 are: Hugh Wade, chairman; E. W. Farrell, vice-chairman; W. E. Foster, treasurer; Nat Otte, secretary; and Miss Claire Gincel, assistant secretary.

## Procter & Gamble Co. gives bonus to 12,000 employees

The Procter & Gamble Co., Cincinnati, Ohio, is to pay a bonus of three per cent of the annual wages of all employees who were in the employ of the company prior to July 1, and whose wages do not exceed \$3,000 annually. The bonus is exclusive of the company's profit sharing plan.

## Semi-annual get-together dinner dance of Canadian T. G. M. A.

The semi-annual get-together supper dance of the Toilet Goods Manufacturers Assn. of Canada was held at the Royal York Hotel, Toronto, on the evening of December 12. Under the direction of F. Hodder, the affair proved to be most successful in every way.

## Elmo, Inc., opens Texas sales campaign with unusual advertising

Elmo, Inc., used a striking eight-page section in the Dallas, Texas, *Times-Herald*, November 3, to spread the gospel of Elmo preparations in the Texas territory. The 33-year history of the company, illustrated with photographs of the Misses Margaret and Mary Elmo and of Jere Henshaw, southwestern

territorial manager, as well as with photographs of the plant, was a feature. Inside pages gave timely stories of the industry and included tie-up advertisements of various department and drug stores. An article from THE AMERICAN PERFUMER by Jesse Thompson on the growth of the cosmetic industry due to the breaking down in prejudice was also reproduced.

## Plan for reorganization of McKesson & Robbins before SEC

William J. Wardell, trustee for McKesson & Robbins Inc., Bridgeport, Conn., has filed a plan for reorganization of the company. It provides for recapitalization of the company and full payment with interest of the company's total debt of over \$29,000,000. The Securities and Exchange Commission is studying the plan.

## Coty and Bourjois get injunctions against Woods Cut Rate Stores

Injunctions have been secured by Bourjois, Inc., and Coty, Inc., by consent against Woods Cut Rate Stores of New Jersey. By the terms of the order of the chancery court of New Jersey, Woods Cut Rate Stores are enjoined permanently from selling or advertising any of the products of either company at less than prices established by fair trade contracts, with retailers in New Jersey.

## Starch may be used in tooth-paste under revised specifications

Starch may be used as an ingredient of toothpaste, according to revised specifications for supplies to be purchased by the government. Ethylene glycol is eliminated as a permissible ingredient. Toothpaste is the only specification for a product in the drug and cosmetic fields. Toothpaste manufacturers interested in selling to the government are advised to get the revised specifications from the Bureau of Standards, Washington, D. C.

## Shulton Inc. to hold national sales convention Jan. 6-8

Complete plans for the year 1941 on the merchandising of Early American Old Spice and Friendship's Garden lines of toiletries will be outlined by William L. Schultz, president of Shulton, Inc., at a national sales convention of the company in New York, N. Y., January 6 to 8, inclusive. Daily meetings will be held in the company's offices and a tour will be made of the Hoboken factory. Among those who will participate in the activities are Malcolm Stearns, sales manager; W. J.

Guidon, Chicago; H. H. Waters, Dallas; Raymond C. Vorce, New England; and Guy J. Banta, Los Angeles. Each is head of the sales division in his respective territory.

## South American perfumery business transferred to new agents

The perfumery business of F. Plata, Buenos Aires, Argentina, has been taken over by Illa & Co., Calle Serrano 987, Buenos Aires, Argentina.

## Mennen enterprise meets needs of soldiers for toiletries

With its characteristic enterprise, the Mennen Co., Newark, N. J., assembled and offered gift sets of toiletries for men in the army. The army supplies a razor, tooth brush, comb and shaving brush to each soldier but it is incumbent upon each one to supply his own shaving soap and toothpaste. Accordingly, neat packages of shaving cream, after-shave lotion, toothpaste and talcum were assembled and are offered at attractive retail prices. Advertising stresses the utility of the sets for gifts to men in the service.

## Royal Polynesia Perfumers of Hawaii making good progress

Royal Polynesia Perfumers, P. O. Box 691, Honolulu, Hawaii, is manufacturing a line of colognes and perfumes under the name of Laniola. There are five colognes and six perfumes in the line. The company is owned by G. P. Lippincott who is also owner of the Mid-Pacific Chemical Co.

## Combination deals to be fought by N. A. R. D. in 1941

The 1941 convention of the National Assn. of Retail Druggists will be held in Cleveland, Ohio. A 14-point program for the elimination of trade abuses has been adopted. One of the points is a drive to convince manufacturers that combination deals and similar merchandising plans are unsound and tend to demoralize distribution. The 1941 meeting will be held from Oct. 6 to 10.

## Palol Perfumed Products Inc. appoints national sales agents for line

Palol, Perfumed Products Inc., New York, N. Y., has appointed Ritchie & Janvier national sales agents for the entire line of products made with its newly developed palol. About 400 specialty outlets are already selling the products. Louis C. Pedlar is president of the company.



## STANDARD SYNTHETICS

(Established 1923)



*presents...*

# Imitation Lavender

NUMBER 406

AT **\$3<sup>50</sup>**

MAY WE SEND YOU A SAMPLE?

*A sure source of supply . . .*

With exceptionally large stocks of natural oils and imported perfume bases on hand, together with our exceptional facilities and skill in compounding, we assure you of a dependable source of supply regardless of present world trade conditions. You can avoid disappointments and shortages by depending on STANDARD SYNTHETICS. • Send us your problems.

Lemon Oil  
Terpeneless Lemon  
Lime Oil  
Cassia Oil  
Patchouli Oil  
Orange Oil  
Vanillin  
Rhodinol  
Linalyl Acetate  
Citral  
Phenyl Ethyl Alcohol

Kansas City, Mo.  
Philadelphia, Pa.  
Boston, Mass.

Cuba  
Mexico  
South America

Chicago, Ill.  
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Detroit, Mich.

AMERICAN EXECUTIVE OFFICES

# STANDARD SYNTHETICS Inc.

39 WEST 32nd STREET

NEW YORK, N. Y.

BRANCHES and REPRESENTATIVES

### Allied Assn. of Michigan elects new officers

A. S. Bedell, treasurer and assistant secretary of Beauty Counselors, Inc., Detroit, Michigan, was chosen president



A. S. Bedell

for 1941 of the Allied Drug and Cosmetic Assn. of Michigan at the recent election. He succeeds Walter Daniel, Parke, Davis & Co., who will serve on the executive committee during the next year. Mr. Bedell, who joined

Beauty Counselors in 1932, formerly was associated with the Old Dime Savings Bank. He is a graduate of the School of Commerce and Finance of the University of Detroit.

Other officers elected for 1941 are: R. P. Cole, Eaton Clark & Co., vice-president; M. G. deNavarre, secretary; and R. L. Clarke, Hazel-Atlas Glass Co., treasurer. G. Buck, Standard Oil Co., and O. Wegner, Nelson Baker Co., Inc., were elected to the executive committee. A. R. Vicary, Mark W. Allen & Co., continues as life member of the executive committee.

### After failure, Mary Pickford reorganizes to make new attempt

Despite the fact that the initial effort to build a cosmetic business around Mary Pickford's personality has been marked down as a failure, America's erstwhile sweetheart has been billed to fill a starring role in a new merchandising plan now being developed.

The new line of Mary Pickford beauty preparations, soon to be placed on the market, probably will be geared to appeal to a more mature audience than the young women who account for the bulk of the cosmetic purchases. The reasoning advanced for this procedure is that the impression of Miss Pickford as a glamorous star is not as firmly entrenched in the mind of today's youthful movie-going audience as in the consciousness of those who hold fond recollections of the stars of a generation ago.

Mary Pickford Cosmetics, Inc., was launched with considerable fanfare about three years ago, when it was disclosed that Miss Pickford had a flair for the beauty preparation business and that she had carefully refrained from endorsing any cosmetics while she was still active in motion pictures in the hope that she could cash in on her reputation later. Miss Pickford was elected president of the company, H. J.

Emptage resigned from the Andrew Jergens Co. after 17 years of service to become vice-president and manager of the new enterprise, and Campbell-Ewald Co. was selected as the Pickford advertising agency.

Beginning in the fall of 1938 and continuing through 1939, \$101,000 was spent by the company in national magazines while newspaper, radio, outdoor and point of sale promotion boosted this figure to an estimated \$150,000. In the spring of 1939 Campbell-Ewald Co. relinquished the account and thereafter the company placed its advertising direct. But by midyear liquidation began and, although the firm still maintains offices here, all efforts during the past 12 months have been in the direction of disposing of stock on hand.

Exact figures are not available but merchandising men who were close to the Pickford company estimate that about \$250,000 went into the venture. Miss Pickford is believed to have contributed only a nominal amount. The man behind the business is said to have been Elliott C. Carter, of E. C. Carter & Sons, New York importer of lace curtains, who is also interested in the Lander Co. and Carlova Laboratories in Binghamton, N. Y.

Carlova manufactured the Pickford products. Charles Oestreich is managing head of the Lander and Carlova companies, which manufacture numerous cosmetics that enjoy extensive distribution in syndicate stores. Among these products are the Elizabeth Post line of creams sold through the S. H. Kress chain. Landers jumbo size talcum powder is one of the biggest sellers in the syndicate store field.

With the Landers-Carlova tie-up, Mary Pickford Cosmetics, Inc., believed it had an open sesame to the syndicate store field, but this type of distribution was never achieved. The Pickford products sold for about 60 cents and the only distribution obtained was in department stores. Syndicate store men point out, however, that many cosmetics are launched through department stores and, when consumer acceptance has been obtained, prices are lowered and volume is secured through syndicate stores. In the Pickford case this technique never materialized.

Miss Pickford is represented as having been an eager participant in the formulation of her company's merchandising plans. She was consulted on every step from the preparation of advertising copy to the chemical composition of the preparations.

The weakness of the program, however, appears to have been her name's lack of potency as a lure to young cosmetic buyers who are better acquainted with the current movie stars. It was

recalled that Constance Bennett went through a somewhat similar experience a few years ago when she attempted to hitch her screen personality to a line of beauty preparations. In still another case, Gladys Glad, former Ziegfeld glamor girl, sponsored a line of cosmetics which managed to take hold sensational in the syndicate store field, only to peter out later.

Although the backers of the new Mary Pickford project have not been revealed as yet, it is believed they are not the same men who participated in the first venture. This is based on the fact that a company other than Carlova has been engaged to manufacture the lipsticks and creams.

### Use of glycerine in dental creams discontinued in Great Britain

The use of glycerine in dental creams has been discontinued in Great Britain. The United Kingdom Glycerine Producers Assn. has drawn up a voluntary system for controlling supplies and no further releases of glycerine for making dental creams will be made. Sorbitol may be used as a substitute.

### Collector's item donated to Red Cross war relief fund

The War Relief Committee of the American Red Cross for Aid to Great Britain has received a copy of the Magna Carta published in London in 1814. The donor, H. Dresel of Felton Chemical Co., Brooklyn, N. Y., states that this valuable and elaborate printing of the Magna Carta is one of the earliest extant and is of considerable interest to collectors.

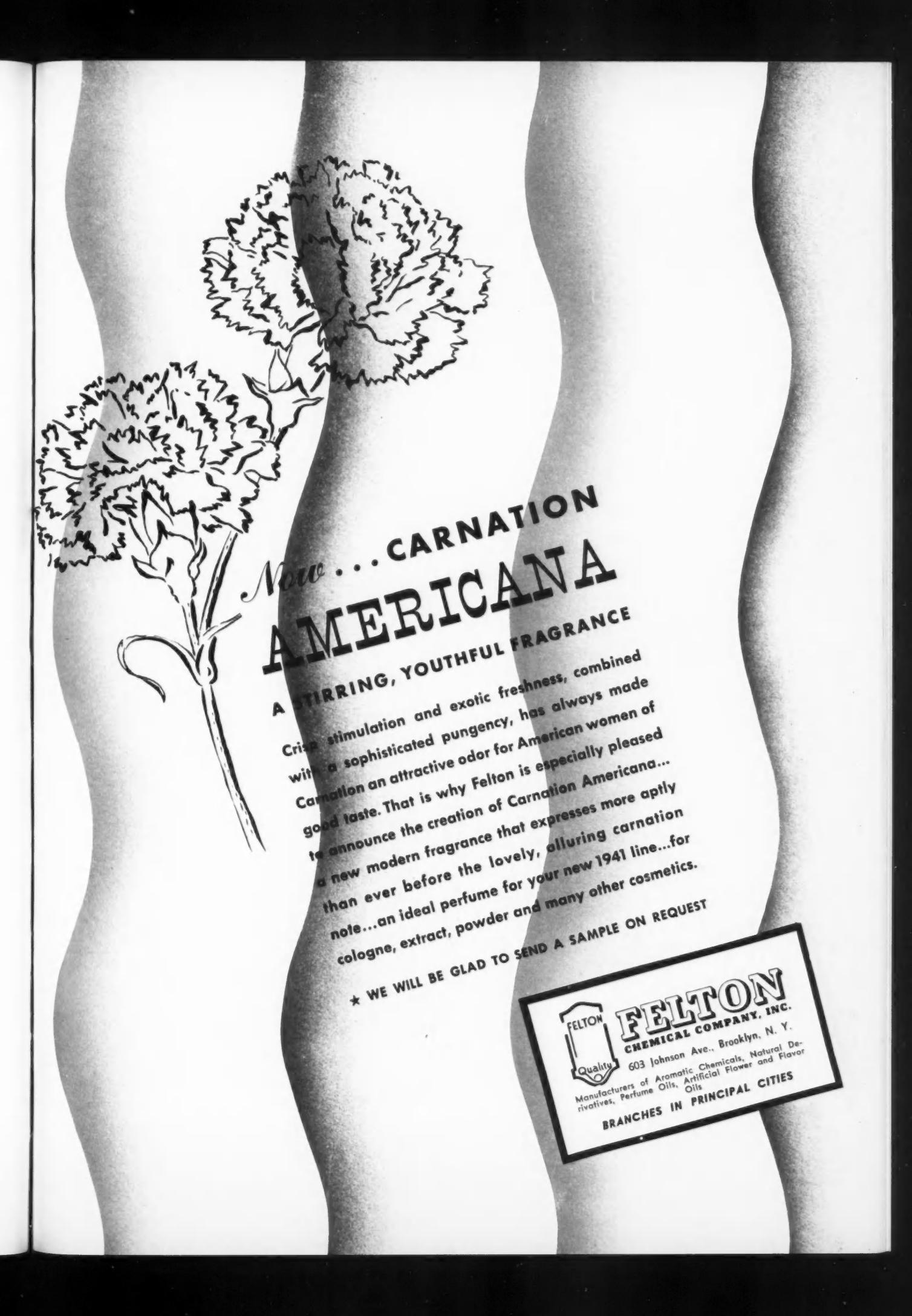
Mr. Dresel's gift to the Committee was auctioned off together with other donations at the Hotel Plaza, December 9.

### Bourjois Inc. and affiliates hold annual sales meeting

Bourjois, Inc., with its affiliated companies, New York, N. Y., held its annual sales meeting during the week of December 2, at the Empire State Club. Paul Douglas conducted the business sessions. The annual banquet was held at the Hotel Astor.

### Tax regulation for District of Columbia affects sales

The corporation counsel for the District of Columbia has ruled that where a foreign corporation projects itself into the district through agents or employees who solicit orders for the sales of goods to persons in the district, the income derived from such solicitation is taxable.



# Now... CARNATION AMERICANA

A STIRRING, YOUTHFUL FRAGRANCE

Crisp stimulation and exotic freshness, combined with a sophisticated pungency, has always made Carnation an attractive odor for American women of good taste. That is why Felton is especially pleased to announce the creation of Carnation Americana... than ever before the lovely, alluring carnation note...an ideal perfume for your new 1941 line...for cologne, extract, powder and many other cosmetics.

\* WE WILL BE GLAD TO SEND A SAMPLE ON REQUEST



readers tell us  
they now find  
more useful  
than ever before

There are good reasons for this. When a few years ago *The American Perfumer* joined the well-known Robbins Group of Publications, we analyzed the industry, its unique

# The American Perfumer

set-up and its specialized problems and soon realized that the paper should be revamped to offer a maximum of practical service to the key men responsible for ORIGINATING and PRODUCING the product (or products) in each Perfume, Cosmetic, Soap and Flavor manufacturer unit.

Since then every step taken has been aimed to increase the usefulness of *The American Perfumer* to these key men.

**First**, MAISON DE NAVARRE, a consulting chemist *actively* serving a group of important manufacturers, was engaged as TECHNICAL EDITOR. His monthly feature "desiderata" has become *must* reading for the industry's key men.

**Second**, starting with the January 1939 issue, a comprehensive TECHNICAL ABSTRACT SECTION has been included quarterly. Many readers tell us this is one of the most important services we could give them.

**Third**, two or more special technical bulletins have been published each year and distributed free to readers asking for copies.

**Fourth**, special emphasis has been given to the QUESTIONS & ANSWERS department so you can get expert advice on unusual problems.

**Fifth**, a department has been devoted to NEW PRODUCTS & PROCESSES so you can keep constantly informed on what is new that will help you improve the quality or lower the cost of your product.

**Sixth**, every effort has been and is being made to give you a complete, constructive picture of all phases of this specialized industry—such as authoritative articles on merchandising, advertising, production, new scientific developments, legislation, equipment.

At the same time we have revamped the appearance and editorial layout of the magazine to make it more attractive, lively and easier-to-read—as well as gradually made other improvements too numerous to mention. Yet this is only the beginning. A constant effort will be made to increase the every-issue usefulness of this magazine to you in the successful conduct of your business. We want to thank you for your response to what has already been done . . . as evidenced by INCREASING CIRCULATION and by the THOUSANDS OF LETTERS received in the past three years.

## The American Perfumer & Essential Oil Review

the only publication devoted exclusively to the specialized problems of the Perfume, Cosmetic, Soap & Flavor Industries.

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## Tone, Inc., equipping new salon in New York

Tone, Inc., which has been acquired by Horace Titus, is equipping a new salon at 16 E. 55th St., New York, N. Y. The line of preparations manufactured are said to be based on a scientific study of skin absorption.

## Max Factor & Co. to make dye intermediate for lipsticks

Max Factor & Co., Hollywood, Cal., which recently secured patent No. 2,211,465 covering a process for making 3-bromo-phthalic acid plan to use the intermediate for making two lipstick dyes, it is reported.

## R. P. Leube, Jr., resigns as sales manager for Bourjois

R. P. Leube, Jr., sales manager of Bourjois and Barbara Gould, New York, N. Y., for the past twelve years, has resigned and is enjoying a vacation after which he will announce his plans for the future.

## British overseas markets bid for self sufficiency

It is well to realize that the war is intensifying a good many tendencies which were already operating against British interests before the war, observed *Manufacturing Chemist*, London, England. "Each month records some new bid for self-sufficiency in British overseas markets. India ships the strichnine alkaloid instead of nux vomica; Hong Kong proposes to set up extraction plants and export gallic acid and tannic acid instead of nut galls; Canada will produce 200,000 gals. of cod liver oil this year as the first step in a program aiming at self sufficiency. Now we hear that Florida is trying out the production of papain and has plans for growing aloes, lemongrass, ginger, castor seed, capsicum, cardamom, squill and cajeput. At the same time many British colonial countries face economic crises owing to their inability to ship crop surpluses which Britain at war cannot afford to consume. We shall need some able and flexible intelligence to steer us out of post war trouble."

## Deupree represents industry on National Defense Advisory Commission

The soap and allied industries have the distinction of being represented by one of their number on the National Defense Advisory Commission. R. R. Deupree has been appointed chief of the Agricultural and Forest Products Division of the commission. His services will be contributed to the government just as E. R. Stettinius and Wil-

liam Knudsen contribute their services. Mr. Deupree is president of the Procter & Gamble Co., and the Buckeye Cotton Oil Co., Memphis, Tenn. He is a director of the Cincinnati and Suburban Bell Telephone Co. and the Louisville and Jeffersonville Bridge & Railroad Co. As a member of the business advisory council of the Dept. of Commerce for several years, he has done much useful work for the nation.

## van Ameringen Haebler enlarges offices and compound dept.

In order to keep pace with its growing business, van Ameringen Haebler, Inc., has leased half of another floor in its present location 315 Fourth Ave., New York, N. Y. Not only is increased office space available but facilities of the compound manufacturing department have also been enlarged.

## Chain store tax bill coming in next Congress

Wright Patman, representative from Texas in Congress, has revised his chain store tax bill which will be introduced in the next session of Congress. The new bill provides that chains not operating more than 50 stores in one state, or within a radius of 100 miles from the principal office, are exempt from the multiple tax. The maximum tax is \$500 per store for chains of 500 or more stores.

## Soaps not germicidal, antiseptic or disinfectant, N. A. I. D. M. told

All officers of the National Association of Insecticide and Disinfectant Manufacturers were reelected at the annual meeting, December 2 and 3, in the Roosevelt Hotel, New York, N. Y. They are: W. J. Zick, president; John N. Curlett, first vice-president; Henry A. Nelson, second vice-president; John Powell, treasurer; and Ira P. MacNair, secretary.

Among the highlights of the meeting was an address by Dr. E. C. Klarmann, Lehn & Fink Products Corp., who pointed out that soaps are not germicidal, disinfectant or antiseptic. C. C. Concannon discussed the raw material situation. Ira MacNair, in discussing legislation, reported that no action had yet been taken on allowing the industry a wage rate of 40 cents per hour permitted in the soap industry. C. L. Fardell outlined the various legislative actions in the various states.

## Construction to be started on new Merck & Co. control laboratories

Completed plans for the new analytical control laboratories to be built by



Architect's drawing of new laboratories

Merck & Co. at the headquarters plant of the company in Rahway, N. J., have been made public by George W. Merck, president. The control division which will occupy the new building is responsible for testing all raw materials, products and packages for the company which annually turns out about 3,000 separate items in 13,000,000 containers. The main floor area of the new building will be 72x140 ft. Construction will require about six months.

## Unilever chief on export mission to U. S.

F. D'Arcy Cooper, executive of Unilever, Ltd., London, England, who is chairman of the executive members of the export council, is investigating increased U. S. trade possibilities.

## Charles Revson of Revlon now a benedict

Charles Revson, the dynamic president of the Revlon Products Corp., New York, N. Y., is now a benedict. He was married recently to Miss Johanna C. C. de Knecht. The honeymoon trip to Hot Springs, Ark., was made by airplane.

## Pennsylvania Drug Co. and Zonite Products join Board of Trade

Among the new members of the New York Board of Trade are the Pennsylvania Drug Co. and the Zonite Products Corp. Harry Griffiths and John Olwyer are the respective representatives.

## British import license rules for essential oils

The importation of natural or synthetic oils including terpeneless oils and mixtures of them from European countries and from certain French colonies is permitted without individual licenses, according to an announcement of the Import Licensing Department of the British government.

For the time being, no other licenses are obtainable for the import from other countries of mixtures of essential oils, with or without synthetics, or of terpeneless and sesquiterpeneless oils.

### Colgate testing popularity of premiums in New York

Colgate-Palmolive-Peet Co. is analyzing the results of a test campaign to gauge the popularity of premiums for Cashmere Bouquet face powder. Newspapers in three New York cities, Binghamton, Elmira and Poughkeepsie, were selected for the experiment.

In Binghamton, a jar of Cashmere Bouquet cold cream was offered free with a purchase of the powder; in Elmira the premium was Cashmere Bouquet lipstick and in Poughkeepsie, Cashmere Bouquet perfume. Copy pointed out that both products could be purchased for the 25 cents usually paid for one.

### How to sell to U. S. Army and Navy told in official guides

Manufacturers interested in placing their facilities at the disposal of the government should write to the Assistant Secretary, War Department, Washington, D. C., for a copy of the Army Purchase Information bulletin. Those who wish to sell to the Navy should write for a bulletin "Selling the Navy" prepared by the Bureau of Supplies and Accounts of the Navy. The request for the latter should be made to N. S., Dept. of Commerce, Washington, D. C. District offices of that department in the larger cities are also able to supply the bulletin.

### Receivers' supplemental account for August Goertz & Co.

The receivers' supplemental final petition, report and account was approved in the chancery court of Newark, N. J., November 26, in the matter of West Side Trust Co. vs. August Goertz & Co. of Newark, N. J.

### Wm. S. Merrell Co. breaks 112-year sales record

Sales of the Wm. S. Merrell Co. are higher this year than in any previous period in the 112-year history of the company.

### Soap deliveries in third quarter above average of last five years

Deliveries of soap in the third quarter of 1940 were 688,311,562 lb. valued at \$65,754,985, according to the soap census of the Association of American Soap and Glycerine Producers, Inc. The totals were made from figures supplied by soap manufacturers who make nine-tenths of all of the soap produced in the United States. The third quarter of 1940 was above the second quarter and also was above the average quarter for the last five years. It was,

however, substantially below the record-breaking third quarter of 1939 which included the first four weeks of war in Europe.

### Robert Crawford to be honored by Foragers at Jan. 11 annual dinner

Robert J. Crawford, dean of the Foragers, will be honored by that group on the evening of January 11 when the annual dinner will be held at the Midston House, New York, N. Y. The Foragers as an organization is 43 years old and it is computed that Mr. Crawford has been a member for 37 or 38 years. He has been associated with the American Hard Rubber Co. for 51 years and is one of the best known men in the industry. An unusually interesting evening is planned by the committee arranging the affair, composed of Walter Conklin, C. R. Keeley, George Dermody.

### Retail druggists fighting to maintain fair trade

The National Assn. of Retail Druggists voted at its meeting just concluded in Chicago, Ill., to further fair trade by every legal means and resistance to attack upon it from any direction so that its benefits may accrue to the consumer, the retailer, the wholesaler and the manufacturer.

This was coupled with an avowal to seek to "educate manufacturers to realize that combination deals and similar merchandising plans are unsound and uneconomic; that they tend to demoralize distribution by destroying values and breaking down fair trade; that they should be discontinued and be replaced by a 'one price to all' policy as contemplated by the Robinson-Patman Act."

It was also voted to work for adjustments of manufacturers' and wholesalers' discounts to cover retailers' costs of doing business.

### F.T.C. challenges slack filling

Evidence that slack-filled containers will subject offenders to proceedings under the Federal Trade Commission Act as well as to seizure under the Food, Drug and Cosmetic Act appears in a complaint (No. 4374) issued by the Commission on November 9 against Burry Biscuit Co., Inc., and its subsidiary, Tastybud Biscuit Co., Inc., both of Elizabeth, N. J. The Commission charges that respondents labeled "Bisc-O-Bits Crackers", packaged in a cardboard container sealed and wrapped in wax paper, with the statement "Average 90 Crackers". The complaint alleges that this is misleading in that the packages neither contain nor aver-

age that many crackers to a box, and that the respondents' cardboard containers, when sold, are not filled to capacity, the quantity of crackers contained in such packages being substantially less than the capacity of the containers.

### Most buyers of cosmetics west of Rockies says West Coast Druggist

According to the enterprising *West Coast Druggist*, women west of the Rocky Mountains spend more for toiletries than the rest of the country. Los Angeles, Calif., heads the buying list of the nation in cosmetics.

### Production of essential oils in United States surveyed by Guenther

Instead of his customary trip abroad to supervise production at his company's factory in Seillans (Var) France, Dr. Ernest Guenther, chief research chemist of Fritzsche Brothers, Inc., spent most of the summer and early autumn completing field investigations on the production of essential oils in the United States. These investigations have brought him during the last 16 years to nearly every corner of the world.

His most recent studies in the United States have taken him to the producing regions of peppermint, spearmint, wormwood, tansy, erigeron, sassafras, cedarwood, sweet birch, wintergreen, dill and other domestic oils.

### Record attendance predicted for March 13 DCAT banquet

The annual banquet of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, which will be held March 13, promises to surpass all previous affairs of its kind in attendance. John J. Toohy, chairman of the section, has appointed Rudolph F. Berls, chairman of the reception committee, and Victor Williams, vice chairman. The reception will begin at 6.30 o'clock. The cost of tickets is \$8 per person.

### Anti-trust investigation on foods started by Dept. of Justice

All phases of distribution of all branches of the food industry, including flavoring extracts, are to be considered in the anti-trust investigation which has been started by the Dept. of Justice. A field investigation is planned.

### Roger & Gallet plant moved to larger quarters

Roger & Gallet, Inc., is now located in its new and enlarged plant at 337 West 27th St., New York, N. Y. A showroom will be continued at 500 Fifth Avenue.



You can't see them, but—there are *permanently* lost customers in this picture. The product is right . . . it sells well . . . the jar and label get attention . . . Yet—some purchasers won't be satisfied. They will tell friends, who may also become critical and change to other brands. And the manufacturer will *never* know the number of potential sales lost because of *Underfilled Jars!*

Such sales-reducing factors can be prevented by using the new FMC Special Filler that insures



### **Faster, More Accurate Filling AT LOWER COST**

This FMC Special Filler has a filling control valve that automatically compensates for unavoidable variations in jar capacities. It eliminates costly human errors . . . prevents the overfilling and the labor of cleaning up smeared jars, labels, moving belts and capping machines.

Fills any free-flowing light or heavy liquids or pastes—hot or cold—into any size, wide mouthed bottles or jars.

#### **ASK FOR THIS DEMONSTRATION!**

Send us a quantity of your product and containers. We will fill them with FMC Special Filler and send to you—or you can have one of your Representatives present to watch the filling operation. And we'll tell you how fast one operator can fill them. *No obligation.*

**FOOD MACHINERY  
CORPORATION**  
(Sprague-Sells Division)  
HOPESTON, ILLINOIS



*At this happy season  
We wish to thank  
The friends who have  
Favored us with  
Their patronage and  
To include in our  
Greetings also those  
We hope to serve . . .  
May our future relations  
Ever reflect the  
Good fellowship of the  
Holiday Season*

**A MERRY CHRISTMAS  
AND A  
HAPPY NEW YEAR  
TO YOU**

**COMPAGNIE DUVAL**

121-123 East 24th St., New York



## Merck & Co. honor C. A. Darius for 50 years of service

Charles A. Darius, who has served fifty years with Merck & Co., Rahway, N. J., was the guest of honor at a dinner of the company's Quarter-Century Club in Newark, N. J., Dec. 6. Ten new members were initiated into the club. George W. Merck, president of the company, presided. Mr. Darius was presented with a testimonial book and a gift of luggage. New members of the club are Ray Anderson, Miss Ethel Person, Edward Thomas, George A. Linzer, Miss Leona Pickarski, Newton D. Bechtold, R. P. Lukens, James Kelly, George Kerper and Frank S. Rowe.

## Analytical methods for cosmetics considered by agricultural chemists

Cosmetics and coloring matters were considered at the recent meeting of the Association of Official Agricultural Chemists in Washington.

Summarized by the Toilet Goods Assn. in bulletin 240, the following matters were considered:

1. The report on hair preparations which was presented by I. S. Shupe, Washington, D. C., was devoted almost entirely to hair dyes. A preliminary matter of analysis for coal-tar hair dyes consisting of extraction with a series of solvents has been developed. This method is believed to be applicable to amino dyes and to resorcinol. The work will be continued.

2. A report on colored make-up was presented by E. M. Hoshall, Baltimore, Md., and disclosed that a considerable amount of work had been done. Practically all of the work to date has been on lipsticks and good progress apparently has been made on the determination of ingredients in lipsticks. The report included a reasonably complete list of the ingredients used in the manufacture of lipsticks, including oils, waxes, coloring matters and anti-blooming agents. Methods for determination seem to be more definite than those for other cosmetic preparations.

3. A report on facial preparations presented by C. F. Bruening, Baltimore, Md., was devoted principally to analytical methods for standard cold cream, based on the U.S.P. formula. Mr. Bruening extracted this product with chloroform and used the Taub method for the determination of waxes. This method depends upon the varying solubilities of the fatty acids and alcohols in beeswax and spermaceti. The method according to his report will work only in the absence of other compounds. Work along the lines of analysis when other compounds are present will be continued during the coming year.

4. Several quite apprehensive reports on the assay of coal-tar dyes were presented. The most interesting was that devoted to the spectrophotometric color testing method which was offered by R. W. Stewart, of Washington, D. C. By this method the percentage of pure dyestuff in a color can be determined reasonably close and the nature of the dyestuffs presented in a mixture can also be approximated.

Reports on dentifrices and mouth washes and on miscellaneous cosmetics which were scheduled were not presented because the scientists who had begun work on these subjects had been transferred to other duties.

The program of the association's cosmetic section for the coming year includes work on nail cosmetics, depilatories, deodorants, shampoos, sun preparations and powders.

These subjects have not been assigned to associate referees as yet, and the association is now looking for competent chemists to act as associate referees in developing analytical methods for them.

Dr. Dan Dahle, chief of the Cosmetic Division of the Food and Drug Administration, is referee in charge of the section on cosmetics and coloring matters. Questions relative to the work or suggestions regarding possible associate referees on the subjects selected for study during the coming year may be addressed to Dr. Dahle, in Washington.

## Dewey states effects of Export-Import bank loans

C. R. Dewey, president of the Grace National Bank of New York, N. Y., made the following statement recently on the Export-Import Bank loans:

Loans of the Export-Import Bank are bringing about important changes in exchange conditions. In countries such as Argentina and Brazil, where sales have been made to England and no free exchange received, Export-Import Bank loans create additional buying power for purchases here. Such countries which formerly bought in Europe must make many essential purchases in this market and are enabled to do so by Export-Import Bank funds. In effect, to some extent this country is supplying a means of liquefying blocked sterling balances. Whether or not the policy is wise will depend largely upon the outcome.

In other countries, such as Chile and Costa Rica, credits are being arranged for public works, road building and other non-self-liquidating projects, the only benefit to this country being the sale of machinery and equipment, building materials and supplies, etc. Such arrangements do not help the exchange problem because the proceeds of the loans are used for purchases

which otherwise would not be made.

The most striking illustration of the psychological advantage of Export-Import Bank loans has been seen in Peru. In that country, the value of the sol declined sharply until it reached a point where sols sold seven for a dollar. The Banco Central de Reserva del Peru then negotiated a loan of \$2,000,000 with the Export-Import Bank of Washington to be availed of by drafts to create dollar exchange, obviously solely for the purpose of supplying dollars in a market where an insufficient supply existed. The moral effect of the announcement of the loan was so great that the price of the sol was immediately stabilized at a reasonable rate and not one dollar of the credit ever was used.

Each of those Latin-American countries which has lost up to two-thirds of its export market by reason of the war in Europe, must follow methods to offset the loss to its economy.

This means either exchange control, restriction of imports, allowing the rate of exchange to seek its own level, or supplementing the remaining volume of exports by loans from such an organization as the Export-Import Bank.

The restriction of national expenditures may be taken for granted, but the amount supplied by this means is too small to make any substantial impression on the amount of trade which has been lost as a result of the war.

## Jergens appeals for refund of money paid for excise taxes

Andrew Jergens Co., Cincinnati, Ohio, is suing for a refund of \$364,337 which it claims was assessed erroneously as manufacturers' excise taxes on its toilet preparations. The company lost its case in the district court and has appealed it to the Circuit Court of Appeals.

## Certain cosmetics scarce in Germany according to reports

According to reports reaching this country, there is a shortage of cosmetics containing alcohol in Germany. This is due to the use of alcohol for other purposes. Business in creams continues although there is reported to be a shortage of sun preparations. Soap is said to be scarce but obtainable.

## Solid form of hydrogen peroxide for disinfection

A solid form of hydrogen peroxide which may be applied directly to wounds is announced by Dr. Henry Goldschmidt, New York, N. Y. The compound consists of hydrogen peroxide in combination with two undisclosed compounds stabilized with dilute acid.

# U.S.I. ALCOHOL NEWS

December



A Monthly Review of Technical Developments for Chemists and Executives



1940

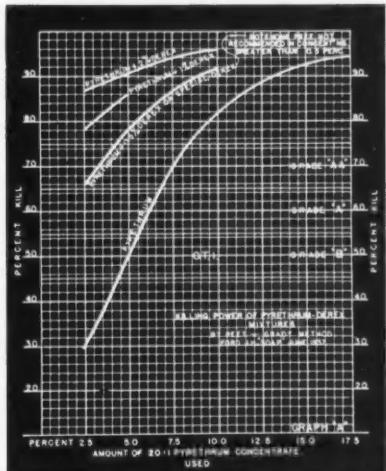
## LOWER SPRAY COSTS PER UNIT KILL

### Solvent for Derris Extractives Increases Insecticidal Powers

**Low cost, high kill power** in insecticides are easily obtained by the use of Dimethyl Carbothoxy Dihydropyrone, the solvent for derris extractives specially developed by U.S.I. "Dihydropyrene" has the special advantage of being insecticidally active.

"Dihydropyrene" is available to manufacturers who prefer to use their own derris extractives. For manufacturers who desire a ready-to-use concentrate, U.S.I. offers DEREX, a solution of derris extractives, with or without rotenone, in "Dihydropyrene."

DEREX offers exceptional opportunities to obtain high kill economically. Derris extractives give lowest cost per unit kill, and their



Graph shows increase in kill power when small amounts of DEREX are added to pyrethrum.

effectiveness is increased by solution in "Dihydropyrene." When 0.5% DEREX is added to a paralytic agent having a knockdown equal to that of 3% pyrethrum, 20 pound concentrate, the resulting spray has AA Grade kill, and possesses the added sales advantage of being *practically odorless*.

"Dihydropyrene" dissolves 7.5% rotenone at 20° C., dissolves 25-30% derris resinate at the same temperature. It will hold derris extractives in solution in the commonly used base oils. Its excellent repellent properties are especially suitable for cattle sprays and mosquito lotions. In combination with U.S.I.'s BK-5, it can be used for formulating lotions combining sun-screening and mosquito-repelling properties.

U.S.I. will gladly give further information on "Dihydropyrene" and DEREX.



Insecticidal sprays with high kill power and practically no odor can be formulated at low cost with U.S.I.'s solvent, "Dihydropyrene," which possesses insecticidal properties of its own.

### TECHNICAL DEVELOPMENTS

For further information write U.S.I.

**A soap anti-oxidant** is said to be effective in proportions of 1.1%, and to require less perfume in the soap because it results in less soapy odor. (No. 400a)

**Perfumery mixtures** recently patented contain ingredients prepared by reacting acetone or other ketones with alkyl pyrocatechols. It is said that compounds can be prepared with odors simulating amber, opopanax, labdanum. (No. 401a)

**A drug mill** of stainless steel is said to resist corrosion by materials commonly used in pharmaceutical preparations and to reduce danger of contamination. (No. 402a)

**A bottle cleaner** is described as intended for removing lint, dust, and dirt from new glassware after unpacking it from shipping cartons. Moker says it is automatic, handles a wide variety of types. (No. 403a)

**Straining mucilage** or thick emulsions is simplified by the use of a turbine sifter, it is claimed. It is said that the sifter can be used in continuous operation. (No. 404a)

**Recommended colors** for eye cosmetics are summarized in a recently issued bulletin. (No. 405a)

**A "promulsoir"** is said to combine principles of homogenizer and colloid mill, and to be adaptable to requirements of food, drug, and cosmetic industries. (No. 406a)

**New artificial civet** is described as twice as strong as Abyssinian civet, equal in strength to civet absolute. (No. 407a)

**A magnolia character** can be imported to extracts, powders, and creams by a new product, it is claimed. (No. 408a)

### ALCOHOL GIVES COOL EFFECT IN CLEANSING PAD LOTIONS



Popular cleansing pads get extra sales value from the use of lotions containing alcohol, which imparts a cooling effect, it is reported. Relative newcomers in the cosmetic field, these lotions have quickly established themselves, offer interesting sales possibilities.

**U.S.I. INDUSTRIAL CHEMICALS, INC.**

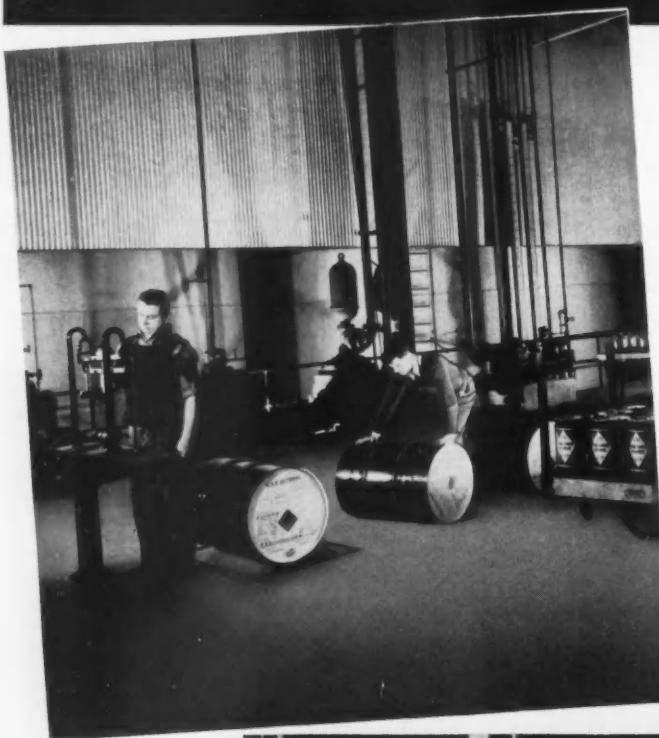
60 EAST 42ND ST., NEW YORK



BRANCHES IN ALL PRINCIPAL CITIES

INDUSTRIAL ALCOHOL IN ALL GRADES AND ALL FORMULAS

# TESTS OF MANY TYPES GUARD PURITY OF U.S.I. ALCOHOL



## No. 6 OF A SERIES ON THE CONTROL AND TESTING OF U.S.I. ALCOHOL

**I**N CONTROLLING the purity and quality of U.S.I. Alcohol, every type of test is employed that is of value in assuring the maintenance of U.S.I. standards. Many of these tests are commonly known and widely used. Others were developed by U.S.I. as a result of its long experience in alcohol manufacture, and give *extra* assurance of the qualities you want when you buy alcohol.

Chemical tests of extreme delicacy have been devised to detect the presence of the slightest traces of impurities. And the results of these tests are rechecked by supplementary procedures that range from spectroscopic analysis to odor tests by skilled "sniffers"!

This constant care in the testing of U.S.I. Alcohol means important sales advantages for *you*—for it helps you to formulate products that will please your most discriminating customers and bring repeat sales for your perfumes and cosmetics.

**U. S. INDUSTRIAL CHEMICALS, INC.**

▲ Exceeding generally accepted standards for purity, U.S.I. Pure Ethyl Alcohol is the choice of leading hospitals, scientific institutions, food manufacturers. U.S.I. Specially Denatured Alcohol is manufactured under the same rigid standards.

► Odor tests at U.S.I. have been developed to a high degree of efficacy. They serve to supplement and check the data determined by chemical analyses, provide an additional safeguard for the quality of U.S.I. Alcohol.



## Advertising awards for 1940 to total 45

Forty-five awards for outstanding achievement in advertising during 1940 will be made in the sixth Annual Advertising Awards competition, sponsored by *Advertising & Selling* magazine. The closing date is December 30, 1940, and entries should be sent to F. C. Kendall, 9 East 38th St., New York, N. Y.

These awards were established in 1935 as a means of furthering the aims and accomplishments of the Harvard Advertising Awards of 1924 to 1930, which were created by the late Edward W. Bok "to encourage merit and stimulate improvement in advertising."

Henry Eckhart of Kenyon & Eckhart, who is serving as chairman of the 1940 Awards jury, announces that this year's regulations have been modified to permit the jury to judge on the basis of "advertising effectiveness," through readership figures and the soundness and sharpness of the selling idea, instead of judging primarily on "technical excellence and ethical soundness."

## Obituaries

### Herbert Abram Baker

Dr. Herbert A. Baker, president of the American Can Co., died November 24 at New York Hospital, New York, N. Y. Dr. Baker had been associated with the American Can Co. and subsidiary companies since 1906, a short time after his graduation from the University of Toronto, and had been president of the company from the time of his election on September 29, 1936. His age was 59, having been born on August 27, 1881, in Oshawa, Ontario.

Four years after entering the company in 1910 (following service with subsidiary companies, the Chemical Reduction Co. and the Paulsboro Dextinning Co.), he was made chief chemist, with headquarters in New York City. He continued in this position, except for wartime service with the Tin Apportionment Committee of the United States Food Administration in Washington, until 1918 when he was made district sales manager at Chicago, Ill. He continued in Chicago until November 15, 1932, when he was made vice-president in charge of sales with headquarters in New York City.

Dr. Baker received the honorary de-



Dr. H. A. Baker

gree of Doctor of Science from Colgate University in 1933. His clubs included the Cosmos Club of Washington, the Chemists Club of New York and the Canadian Clubs of New York and Chicago. His residence was 43 Axtel Drive, Scarsdale, New York. He leaves a widow and two daughters, the Misses Janet Hudson and Catherine Eleanor.

### Roberdeau A. McCormick

Roberdeau A. McCormick, vice-president retired of McCormick & Co., Baltimore, Md., died Nov. 18, at his home in Baltimore at the age of 84 years. He was born in Virginia, educated at Washington and Lee University and later became a mining engineer. In 1891, he returned from the West where he had been engaged in mining and joined his brother, Willoughby M. McCormick, who was then operating a flavoring extract business. He remained with McCormick & Co. until he retired in 1934. His wife died in 1938. Holland McCormick, his son, survives him.

### Dr. Henry H. Rusby

Dr. Henry Hurd Rusby, former dean of the College of Pharmacy, Columbia University, New York, N. Y., died in Sarasota, Fla., November 18, at the age of 85 years. He was graduated from the medical school of New York University in 1884. He was a member of the revisions committee of the seventh, eighth and ninth revisions of the U. S. P. and was a member of the revisions committee of the National Formulary.

### Trade Jottings

Elizabeth Arden has produced Liquid Bronze Glo, a make-up designed for wear with Latin American colors. It is a fragrant tint, the color of burnished bronze, which may be used as a powder foundation. There is a liquid rouge to accompany it.

Karoff, Ltd., includes a miniature table lamp in its novel perfume packages. There are two versions: one with a glass bottle forming the base and standard and topped with a colored plastic shade; the other with a brass base and shade. Each bottle has a place card attached to it so that it may be used as a party favor.

Jacqueline Cochran's two new lipstick colors are Carnelian and Captain's Choice. Carnelian is a browned and Captain's Choice is a dark red. Both are offered in swivel and automatic type sticks. The same firm is stressing its five Fur-Tone make-ups which are assembled in kits, each one decorated with a piece of fur designat-

ing the particular make-up. The five fur-tone shades are: Sleek, created for wear with black sleek pelts such as seal, broadtail and Persian lamb; Angel, for chinchilla, platina and kid; Tawny, for leopard, lynx and ocelot; Minx, for sable, marten, mink, fitch and beaver; and Puff, for white ermine, fox and caracul.

Dorothy Gray has published a booklet, entitled "Help Yourself," which is designed to give women information about home care of the skin. It includes the basic treatments for various types of skin, also discusses make-up.

Jaquet, Inc., has introduced two beauty handboxes, each filled with Azalea products. One contains cologne, bath oil, talcum and soap; the other holds cologne, dusting powder and soap.

Lucien Lelong's Tote-A-Bout is a glorified carry-all, designed for the student or the woman who travels. It is available in ivory corduroy, blue bengaline with black velvet stripes, or in multi-colored stripes. There are five zippered pockets and they, as well as the bag itself, contain a variety of cleansing and make-up items.

Parfums Schiaparelli announces that its Sleeping perfume, presented early in the year for the first time, is available now in a two-ounce size, supplementing the four-ounce flacon. Both are packaged alike, in a candlestick bottle under a snuffer cover, sleeping blue and gold being the colors used.

Lisner Powder-Blend pearls, a new development in costume jewelry, come in three pearl tones, Rosee, Argent and Ivoire, to complement and harmonize with various skin types.

Germaine Monteil has introduced a new bath oil which matches her Bouquet eau de cologne.

Ogilvie Sisters offer a new Highlights Hairrinse, said to have been inspired by their recent trip into the South Seas. Its use as a wave lotion is also suggested.

Faberge's cologne for men in either Woodhue or Aphrodisia odors appears in a new package. The streamlined flacons have screw-on tops and coasters of saddle leather, stitched with white linen. The wrapping for the package is a light tan mottled paper with brown label, printed with a stitched effect.

Lentheric, Inc., completes its Pink Party ensemble for the teen-age girl with a sachet set. Four tiny pink satin sachets, quilted in a diamond pattern and decorated with a white satin bow, are packaged in a transparent box.



## Raw Material Stocks Diminishing

THE war instead of ending, as many had hoped, continued its destruction in many areas of Europe, thus preventing the replacement of a vast number of raw materials that go into the manufacture of perfumes, cosmetics, and toilet preparations.

A few aromatic chemicals have been affected indirectly by the developments abroad but the hostilities have made replacement of essential oils, gums and botanicals a real problem. Transportation of raw materials from the relatively few primary markets that have remained open has been irregular and unusually slow in comparison with normal times.

### Stocks Rapidly Diminishing

In the absence of fresh arrivals, stocks in the spot market are rapidly being depleted. Each month brings new shortages. Under present world conditions local houses are being forced to discontinue various articles from their lists.

The situation generally presents an entirely different picture from the one presented during the World War. At that time, it is recalled, it was possible to obtain goods from Italy, France and several other countries. Today, most sources where these materials had been obtained are closed.

Among the countries whose names were prominently mentioned in the month's news were Yugoslavia, Rumania, Hungary, Bulgaria and Spain from which, in normal times, various raw materials are obtained.

A general slackening in activity was noted during the close of last month. Consuming manufacturers had in most cases succeeded in ob-

taining sufficient quantities to complete their program for the year-end holiday trade which promises to be exceptionally good in view of greater employment and a general upturn in industrial activity. The quiet tone which is likely to continue over the remainder of the year, as buyers center their attention on the marketing of their own products, will be welcome in view of the strong statistical position of the market.

### Prices Continue Upward

Despite a slackening in activity and the relatively short trading period as the result of the holidays over the past month, the situation generally was featured by a vast number of price developments.

With but few exceptions, the trend continued upward. Practically all imported essential oils scored further gains. Floral oils including lavender, geranium, neroli and rose were difficult to obtain here. Recent developments in the Balkans would indicate that Bulgaria, where the finest quality of rose oil is obtained, will be in a rather difficult position with respect to the shipment of its products to the outside world. Replacements undoubtedly will be subject to long delays, thus increasing the cost.

Prices on orris root, a product of Italy, have more than doubled. Failure to secure replacements from the source for some time caused local houses to advance prices in an effort to discourage further purchases. As the month closed, little if any material was available in the open market. Quotations were nominal.

There is little hope of replenish-

ing the limited supply of henna leaves. Among the gums, myrrh, olibanum, galbanum and some of the better grades of tragacanth were difficult to obtain.

### Glycerine Steady

A further sharp advance was noted in tartaric acid.

The glycerine market remained steady. According to reports current about the trade, no change is anticipated in the future. Reserves, together with current production, are more than ample to take care of the requirements of the country.

### Vanilla Beans Firm

Firm conditions surrounded the market for vanilla beans. Stocks of Bourbon beans are practically exhausted. Because of failure in attempts to obtain shipments from the source, owing to the British blockade, an acute shortage is likely to continue for the duration of the war. The new crop of Mexican beans is in the hands of curers. It is about the same in size as last year's crop, running from 175 to 200 tons. According to reports, the bulk of the crop is being cured in Mexico by New York houses. Tahiti beans moved higher in price. Stocks are nearly exhausted. Each succeeding cable from the primary center has quoted a higher price.

A better inquiry developed for tonka beans over the past month. The arrival of a substantial quantity (more than 600 tons) of gum Arabic had an easier influence on the spot position. Because of the uncertainty concerning the future, however, most importers seem very bullish with regard to the long term outlook. Owing to a scarcity of crude and a good demand, the refined beeswax market developed a firmer tone.

# Castile Soap Users - be sure you read this

Where in the world will you get Castile Soap if Spain becomes embroiled in the war? No olive oil comes from Italy now, and if Spain is shut off . . . then what?

## DENTIFRICE MANUFACTURER SAVES \$35,000 A YEAR

A very important dentifrice manufacturer had been using Castile . . . until the quality got so poor he simply had to consider a change. From the wide range of *laboratory controlled* POWCO Pulverized Neutral Soaps, he selected one that fit his formula perfectly . . . at a saving of \$35,000 a year.

POWCO Neutral Soaps and expert consultation on formulas are eager to work for you. They save you money and eliminate risks of production failures. Let us send you samples.

**POWCO**  
BRAND

Tested Quince Seed · Powdered Neutral Soap  
Concentrated Shaving Cream Base

**JOHN POWELL & CO.**  
114 East 32nd Street,  
New York City.

# Tombarel

## AN AMERICAN PERFUME LABORATORY

with a background of  
over 100 years in the  
production and creation  
of perfume materials

Our laboratory, established in New York City several years ago, was originally designed to give a more prompt and personal service to **TOMBAREL'S** customers in this market.

Circumstances have made it particularly fortunate that this laboratory, fully equipped and working parallel to the **TOMBAREL** laboratories in Grasse, France, could immediately assume the responsibility for service to **TOMBAREL'S** American customers.

New odor notes of particular interest and value, which have been so recently created in France, can now be promptly supplied from here.

## TOMBAREL PRODUCTS CORPORATION

L. J. Zollinger, President  
9 East 19th Street, New York, N. Y.

# PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS		TERPENELESS OILS		DERIVATIVES AND CHEMICALS	
Almond Bit, per lb.	\$2.75@ \$3.00	Pinus Sylvestris	\$2.50@ \$3.00	Butyl Acetate	\$0.08 1/2@\$0.14 1/2
S. P. A.	3.00@ 3.25	Pumillonia	3.50@ 4.00	Butyl Propionate	2.00@
Sweet True	.90@ .95	Rose, Bulgaria (oz.)	6.00@ 22.00	Butyraldehyde	12.00@
Apricot Kernel	.40@ .50	Rosemary, French	.70@ .80	Cinnamic Acid	3.75@ 4.50
Amber rectified	.90@ 1.25	Spanish	.60@ .68	Cinnamic Alchol	3.00@ 3.85
Angelica root	60.00 Nom'l	Sage	3.50@ 4.00	Cinnamic Aldehyde	1.00@ 1.25
Anise, U. S. P.	1.00@ 1.10	Sage, Clary	30.00 Nom'l	Cinnamyl Acetate	7.50@ 11.00
Aspic (spike) Span.	1.10@ 1.55	Sandalwood, East India	5.50@ 6.00	Cinnamyl Butyrate	12.00@ 14.00
Bay	1.25@ 1.35	Australia	5.80@ 6.00	Cinnamyl Formate	13.00@
Bergamot	12.00 Nom'l	Sassafras, natural	1.15@ 1.30	Citra C. P.	2.00@ 2.80
Artificial	3.25@ 6.00	artificial	.80@ .83	Citronellal	.85@ 1.65
Birch, sweet	1.55@ 2.75	Snake root	9.50@ 11.00	Citronellol	1.90@ 2.30
Birchtar, crude	.28@ .30	Spearmint	2.45@ 2.80	Citronellol Acetate	3.50@ 5.00
Birchtar, rectified	.90@ 1.00	Thyme, red	1.40@ 1.80	Coumarin	2.75@ 3.00
Bois de Rose	2.10@ 2.50	white	1.70@ 2.10	Cuminic Aldehyde	27.00@ 48.00
Cade, U. S. P.	.42@ .50	Valerian	14.00 Nom'l	Diethylphthalate	.24@ .33
Cajeput	.80 Nom'l	Vetivert, Bourbon	10.00 Nom'l	Dimethyl Anthranilate	5.75@ 8.00
Calamus	8.00 Nom'l	Java	5.50@ 7.75	Ethyl Acetate	.30@ .50
Camphor "white"	.52 Nom'l	Wintergreen	3.35@ 8.00	Ethyl Anthranilate	5.75@ 7.50
Cananga, Java native	2.50 Nom'l	Wormseed	3.40@ 3.80	Ethyl Benzoate	.95@ 1.50
rectified	2.60@ 2.85	Ylang Ylang, Manila	24.00 Nom'l	Ethyl Butyrate	1.00@ 1.25
Caraway	5.75@ 6.00	Bourbon	10.00 Nom'l	Ethyl Cinnamate	3.25@ 3.80
Cardamon, Ceylon	15.50@ 18.00			Ethyl Formate	1.00@ 1.25
Cassia rectified, U. S. P.	1.65@ 1.80			Ethyl Propionate	1.20@ 2.35
Cedar leaf	.70@ .95			Ethyl Salicylate	1.15@ 2.50
Cedar wood	.24@ .40			Ethyl Vanillin	6.00@ 6.50
Celery	14.75@ 15.50			Eucalyptol	.90@ .95
Chamomile (oz.)	7.00@ 8.50			Eugenol	1.80@ 2.10
Cinnamon	8.00@ 16.25			Geraniol, dom.	1.15@ 3.50
Citronella, Ceylon	.42@ .44			Geranyl Acetate	1.65@ 2.25
Java	.42@ .44			Geranyl Butyrate	6.00@ 8.00
Cloves, Zanzibar	1.15@ 1.25			Geranyl Formate	3.50@ 6.00
Copaiba	.55@ .70			Heliotropin, dom.	3.40@ 3.75
Coriander	16.00@ 20.00			Hydrotopic Aldehyde	25.00@ 27.50
Cratton	3.00@ 3.75			Hydroxycitronellal	2.25@ 6.00
Cubeb	3.10@ 3.50			Indol, C. P. (oz.)	2.80 Nom'l
Cumin	7.85@ 8.50			Iso-borneol	2.30@
Dillseed	5.50 Nom'l			Iso-butyl Acetate	2.00@ 2.65
Erigeron	2.20@ 2.75			Iso-butyl Benzoate	2.00@ 2.85
Eucalyptus	.72@ .80			Iso-butyl Salicylate	2.75@ 5.50
Fennel, Sweet	2.25@ 2.55			Iso-eugenol	2.65@ 4.50
Geranium, Rose, Algerian	12.25 Nom'l			Iso-safrol	2.00@
Bourbon	12.00 Nom'l			Linalool	3.00@ 4.75
Turkish	2.75@ 2.85			Linalyl Acetate 90%	2.50@ 4.00
Ginger	5.00@ 5.75			Linalyl Anthranilate	15.00@
Guaiac (Wood)	3.50@ 3.75			Linalyl Benzoate	10.50@
Hemlock	.90@ 1.10			Linalyl Formate	9.00@ 12.00
Juniper Berries	6.00@ 6.25			Menthol, Japan	3.50@ 3.65
Juniper Wood	.50@ .60			Chinese	3.30@ 3.40
Laurel	5.00 Nom'l			Synthetic	2.50@ 3.00
Lavandin	4.00 Nom'l			Methyl Acetophenone	1.31@ 2.00
Lavender, French	7.75 Nom'l			Methyl Anthranilate	2.20@ 3.25
Lemon, Italian	5.00 Nom'l			Methyl Benzoate	.75@ 1.75
Calif.	3.25@			Methyl Cellulose	.70@ .75
Lemongrass	.85@ 1.00			Methyl Cinnamate	2.65@ 3.00
Limes, distilled	5.25@ 6.00			Methyl Eugenol	3.50@ 6.75
express	8.00@ 8.50			Methyl Heptenone	2.50@ 4.50
Linaloe	1.75@ 2.00			Methyl Heptine Carbonate	28.00 Nom'l
Lovage	85.00@ 95.00			Methyl Iso-eugenol	6.25@ 11.50
Marjoram	6.00@ 10.00			Methyl Octine Carbonate	26.00@ 32.00
Neroli, Bigrade, P.	275.00@290.00			Methyl Paracresol	2.25@ 5.00
Petale, extra	325.00@350.00			Methyl Phenylacetate	1.60@ 2.25
Olibanum	5.25@ 5.75			Methyl Salicylate	.35@ .40
Opopanax	12.00 Nom'l			Musk Ambrette	3.60@ 4.00
Orange, bitter	3.25@ 3.75			Ketone	3.75@ 4.10
sweet, W. Indian	2.50@ 2.80			Xylene	1.10@ 1.40
Italian	8.00 Nom'l			Nerolin (ethyl ester)	1.35@ 1.80
Spanish	4.00@ 4.75			Nonyl Acetate	.40@ .45
Calif. exp.	2.00@			Octyl Acetate	.30@ .35
Orris root, con. (oz.)	8.50 Nom'l			Paracresol Acetate	3.60@ 5.25
Orris root, abs. (oz.)	35.00@ 56.00			Paracresol Methyl Ether	2.50@ 3.50
Orris liquid	18.00@ 25.00			Paracresol Phenyl-acetate	5.00@ 8.50
Pennyroyal Amer.	2.65@ 3.00			Phenylacetalddehyde 50%	3.00@ 4.50
European	2.55@ 2.80			100%	4.10@ 7.25
Peppermint, natural	2.40@ 2.50			Phenylacetic acid	2.00@ 3.75
redistilled	2.65@ 2.85			Phenylethyl Acetate	2.45@ 5.00
Petigrain	1.45@ 2.00			Phenylethyl Alcohol	2.30@ 3.10
Pimento	3.00@ 4.75			Phenylethyl Anthranilate	16.00@

[Continued on p. 74]

OUR RESEARCH DEPARTMENT  
DEVELOPS PRODUCTS FOR  
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AND COSMETIC INDUSTRIES

ENDORSED PRODUCTS

INCORPORATED  
39 EAST 20TH STREET  
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WHERE I BUY MY RAW  
MATERIALS? EVER SEE  
THAT AD CAPTIONED  
*"These are my jewels!"?*

THAT'S RIGHT... YOU'VE  
GUESSED IT-I BUY FROM

DRURY  
IN CHICAGO

SOAP  
BOX



**"Arlician"**  
is the word for it

It's a new adjective—specially coined because no other word in the language describes the smooth "feel" and delightful application of creams and lotions made with Arlex!

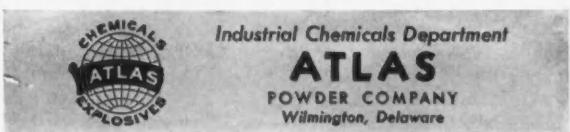
Developed by Atlas Research, Arlex is an important step forward in humectant and emollient action. It contributes a rich quality of "cosmetic elegance." It produces fine, smooth emulsions. It increases shelf-life. Try Arlex under your own conditions—samples are available.



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a new booklet including formulas,  
specifications, and suggestions for use.

# ARLEX

(ATLAS COMMERCIAL SORBITOL SOLUTION) REG. U. S. PAT. OFF.



[Continued from p. 72]

Phenylethyl Butyrate	\$3.00@ \$10.00	yellow, refined	\$0.34@ \$0.35	Rose leaves, red	\$3.00@ \$3.50
Phenylethyl Propionate	5.50@ 7.00	Bismuth sub-nitrate	1.48@ 1.50	Rose water, din.	4.75@ 5.00
Phenyl Formate	12.50@ 18.00	Borax, crystals, carlot, ton	48.00@ 58.00	Rosin, M. per cwt.	2.81@
Phenyl Valerianate	16.00@	Boric acid, ton	125.00@ 140.00	Salicylic acid	.35@ .40
Phenylpropyl Acet.	7.90@ 11.00	Calamine	.18@ .20	Saponin	3.00@ 3.25
Phenylpropyl Alcohol	3.75@ 6.30	Calcium, phosphate	.08@ .08 1/4	Silicate, 40°, drums, works,	
Phenylpropyl Aldehyde	7.75@ 10.25	Phosphate, tri-basic	.09@ .10	100 pounds	.80@ 1.20
Rhodinol	22.00@ 25.00	Camphor	.90@ .98	Soap, neutral white	.20@ .25
Safrol	1.00@ 1.10	Domestic	.62@ .75	Sodium, Carb.	
Santalyl Acetate	20.00@ 22.50	Castoreum	14.00@ 26.00	58% light, 100 pounds	1.35@ 2.35
Skatol C. P. (oz.)	6.00@ 10.00	Cetyl Alcohol	.95@ 1.75	Hydroxide, 76% solid, 100	
Styralyl Acetate	6.75@ 10.00	Pure	1.75@ 2.15	pounds	2.60@ 3.75
Styralyl Alcohol	10.00@ 14.00	Chalk, precip.	.03 1/2@ .06 1/2	Spermaceti	.23@ .25
Terpineal, C. P.	.26@ .40	Cherry laurel water, din.	4.75@ 5.25	Stearate zinc	.24@ .26
Terpinyl Acetate	.80@ 1.20	Citric Acid	.21@ .21 1/2	Styran	1.15@ 1.20
Thymene	.45@	Civet, ounce	12.75@ 15.00	Tartaric acid	.43 3/4@ 44 1/4
Thymol	1.45@ 1.70	Clay, Colloidal	.07@ .15	Tragacanth, No. I	3.25@ 3.50
Vanillin (clove oil)	2.60@ 2.75	Cocoa butter lump	.15@ .25	Triethanolamine	.34 1/2@ .42
(guaiacol)	2.50@ 2.65	Cyclohexanol (Hexalin)	.30@ .50	Violet flowers	1.80@ 2.00
Lignin	2.50@ 2.65	Fuller's Earth, ton	15.00@ 33.00	Zinc Oxide, U. S. P. bbls.	.09 3/4@ .15
Vetiver Acetate	23.00@ 28.00	Glycerine, C. P. drums	.12 1/2@ 15 1/4		
Violet Ketone Alpha	5.00@ 10.00	Gum Arabic, white	.32@ .34	OILS AND FATS	
Beta	5.50@ 8.00	Amber	.15@ .17	Castor No. I, tanks	.09 1/2@
Methyl	5.25@ 8.00	Gum Benzoin, Siam	1.90@ 3.00	Cocoanut, Manila Grade,	
Yara Yara (methyl ester)	1.50@ 1.75	Sumatra	.22@ .25	tanks	.02 7/8@
		Gum galbanum	1.40@ 1.60	Cocoanut Oil, tanks	.06 3/4@
		Gum myrrh	.50@ .60	Corn, crude, Midwest mill,	
		Henna powd.	.40 Nom'l	tanks	.05 1/2 Nom'l
		Kaolin	.03@ .05	Corn Oil, distilled, bbls.	.08@ .08 1/2
		Labdanum	3.25@ 5.00	Cotton, crude, Southeast,	
		Lanolin, hydrous	.25@ .30	tanks	.04 3/4@
		anhydrous	.27@ .30	Grease, white	.04 3/4 Nom'l
		Magnesium, Carbonate	.09@ .10 3/4	Lard	.05 1/2@ .08
		Stearate	.24@ .27	Lard oil, common, No. I bbls.	.07 1/2@
		Musk, ounce	35.50@ 40.00	Palm, kernel, bulk, ship	Nominal
		Olibanum, tears	.35@ .40	Palm, Niger, drums	.03 1/2 Nom'l
		siftings	.10@ .15	Peanut, refined, barrels	.07 5/8 Nom'l
		Orange flower water, gal.	1.50@	Red Oil, distilled, tanks	.06 1/4@
		Orris root, powd.	.95 Nom'l	Stearic acid	
		Paraffin	.06 1/4@ .09	Triple pressed	.12 1/4@ .13 1/4
		Peroxide	1.10@ 1.75	Saponified	.12 1/2@ .13 1/2
		Petrolatum, white	.06 1/4@ 08 1/2	Tallow, acidless, barrels	.07 1/2@
		Quince seed	1.50@ 2.00	Tallow, N. Y. C. extra	.04 3/4@
		Rich starch	.08@ .9 1/2	Whale oil, refined	.09 1/8@

### American soap factories produced 3 1/2 billion lbs. of soap in 1939

Over in some parts of totalitarian Europe, a one-pound bar of soap commands a price of one dollar.

American soap factories in 1939 produced more than 3 1/2 billion pounds of soap of all kinds. The value of this soap, reported by the factories in the 1939 Census of Manufactures, was \$273,463,575, according to a preliminary report issued by the Bureau of the Census.

Production of toilet soap in bars amounted to 405,083,669 pounds valued at \$64,919,683. Apparently, Americans washed their necks oftener in 1939 than in 1937, because the production of toilet soap in bars for the earlier year amounted to 360,610,753 pounds.

Laundry soap, in bars, amounted to 1,240,981,721 pounds, including 660,766,458 pounds of white soap valued at \$29,887,998, and 580,215,263 pounds of yellow soap valued at \$27,752,768. But this was not all the soap which was available for Monday morning wash days. In addition, the industry produced 894,727,289 pounds of granulated and powdered soaps valued at \$75,631,820; 419,214,967 pounds of

soap chips and flakes valued at \$34,566,829; and 248,341,972 pounds of washing powders valued at \$8,838,573.

The factories produced for Mr. America's morning shaves a total of 13,290,204 pounds of shaving soap valued at \$12,429,262.

Another large item of manufacture in the soap industry was 63,671,392 pounds of textile soap, including potash and foot soap for textile manufacture, valued at \$5,013,616.

In addition to soaps, the industry produced more than 180 million pounds of glycerin valued at nearly 18 1/2 million dollars, including 29,461,738 pounds of crude glycerin (basis 80%) valued at \$2,375,243; 64,293,972 pounds of dynamite grade glycerin valued at \$6,595,283, and 90,484,348 pounds of chemically pure glycerin valued at \$9,512,106.

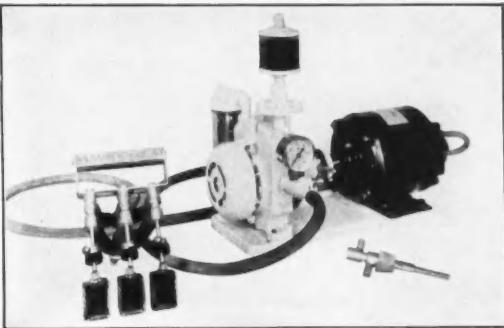
The total production of crude glycerin in the United States, as reported to the Division of Cotton and Oils, Bureau of the Census, for 1939 was 184,476,395 pounds. Most of this was further refined and sold or used as glycerin, dynamite grade, or glycerin, chemically pure.

The total value of all products of the soap and glycerin industry for 1939

amounted to \$302,634,474, an increase of four-tenths of one per cent over the \$301,291,547 reported for 1937.

The wage earners primarily engaged in manufacturing in this industry in 1939 numbered 13,624, a decrease of 2.7 per cent compared with 14,008 reported for 1937, and their wages, \$18,800,527, were less than the 1937 figure, \$19,074,574, by 1.4 per cent. These decreases may be partially accounted for by the fact that the 1939 Census of Manufactures' questionnaire, for the first time, called for personnel employed in distribution, construction, etc., separately from the manufacturing employees of the plants. It is not known how many of the wage earners reported for 1937 were engaged in distribution and construction and how many were engaged in manufacturing. Employees of the plants reported as engaged in distribution and construction activities in 1939 are not included in this preliminary report but will be included in the final report.

The soap and glycerin industry, as constituted for census purposes, includes establishments primarily engaged in the manufacture of soap in any form, and the manufacture of crude and refined glycerin.



**3** gallons per minute

is the filling rate of the ERTEL Portable Vacuum Bottle Filler, widely used throughout the cosmetic and toilet preparations trade.

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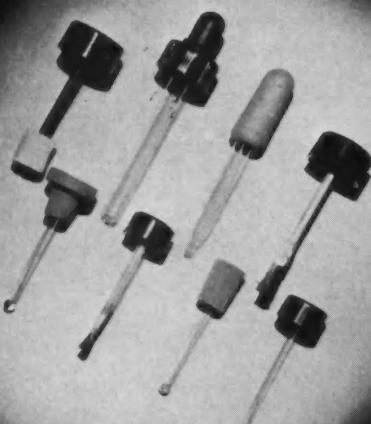
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- 6—Cherry-Burrell No. 500 Viscosimeter.
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